

LIFE

ARABIAN OIL

AMERICAN ENTERPRISE IN THE DESERT

15 PAGES IN COLOR



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LANSING

MARCH 28, 1949

20

CENTS

YEARLY SUBSCRIPTION \$6.00

Never
before
a pen so
completely
satisfying



It's the
new
Parker
"51"

NEW FOTO-FILL FILLER—Only one moving part. Makes pen filling easy, sure.

NEW VISIBLE INK SUPPLY—Special window lets you check actual ink level.

NEW PLI-GLASS RESERVOIR—Developed by Parker scientists. 30-year life expectancy.

NEW EXCLUSIVE INK FLOW GOVERNOR—Ingenious Parker control assures steady, no-skip line.

NEW 5-LAYER INSULATION—Guards against temperature changes that often cause leaking.

NEW HI-FLITE LEAK PREVENTION—"Aero-metric control" safeguards even at 72,000 feet.

NEW WRITING MILEAGE—Holds more ink. Up to 25% more writing per filling.

NEW PLATHENIUM-TIPPED POINT—Exclusive platinum alloy gives magical writing smoothness.

NEW "LIVE METAL" CLIP—Keeps its spring. Can't lose grip on pocket or purse.

5 other significant advances



SUCH writing ease, such dependability never before existed in any pen. Only now have new materials and new processes made them possible.

14 precision advances give true newness to the "51." With it, writing is *gliding*. Even filling becomes a pleasure. So quick and sure. You *know* that "51" is filled—you can *see* the ink level. And there's a new safeguard against leaking—even at the highest flight levels.

But these are only a few of the advantages that are yours in a new "51." To learn the full story, *try* the new pen now at your Parker dealer's. Choose yours—for keeping or giving—from 7 distinctively rich colors and black. Custom points to suit your way of writing.

Priced at \$13.50 and up. New "51" Pencils, \$6.75 and up. Sets, from \$19.75. The Parker Pen Company, Janesville, Wisconsin, U. S. A.; Toronto, Canada.

World's most wanted pen... writes dry with wet ink!

"Dentists say the IPANA way works!"

Model Mother Marge Kerrins shows how it can work for you, too



The prettiest (and proudest) smile in Chicago's famous Pump Room belongs to fashion model Marge Kerrins—as she gives her two wide-eyed youngsters a gala Saturday treat featuring a "Flaming Sword" luncheon.

Model Mother that she is, she knows an attractive smile depends so much on firm, healthy gums. So she makes sure her family follows the Ipana way to healthier gums and brighter teeth. "Because," she explains, "dentists say it works!" Here's how this professionally approved Ipana dental care can work for you, too...

YES, 8 OUT OF 10 DENTISTS SAY:

Ipana dental care promotes

*Healthier gums, brighter teeth**



Products of Bristol-Myers

P.S. For correct brushing, use the DOUBLE DUTY Tooth Brush with the *twist* in the handle. 1000 dentists helped design it!



The Ipana way really is child's play, agree Tom and Pat Kerrins! Easy as 1, 2 for anyone to do:

1. Between regular visits to your dentist, brush all tooth surfaces with Ipana Tooth Paste at least twice a day.
2. Then massage gums the way your dentist advises—to stimulate gum circulation. (Ipana's unique formula actually helps stimulate your gums. You can feel the invigorating tingle!)

Just do this regularly for healthier gums, brighter teeth—an Ipana smile. Ipana's extra-refreshing flavor leaves your mouth fresher, your breath cleaner, too. Ask your dentist about Ipana and massage. Remember, a good dentifrice, like a good dentist, is *never* a luxury!

* In thousands of recent reports from all over the country.

This One



UPRD-L6Y-LZAN



If your car feels like *this*... it's time for
MARFAK Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH **MARFAK!**

Marfak has the endurance of the proverbial camel! This tough, longer-lasting chassis lubricant fights friction and wear — not for a hundred miles or so, but for 1,000 miles and *more*. That's because Marfak is specially compounded to resist shock, squeeze-out and wash-out. For a sure sign that Marfak keeps on protecting, just notice how that swell "cushiony" driving ease lasts. Ask for Marfak today at your nearby Texaco Dealer, the best friend your car ever had.



THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES
Texaco Products are also distributed in Canada

TUNE IN . . . TEXACO STAR THEATER every Wednesday night starring Milton Berle.
See newspaper for time and station.

LETTERS TO THE EDITORS

ARMY HOUSING SCANDAL

Sirs:

Thanks to LIFE for publicizing the sorry state of housing for Army families (Mar. 7). I can vouch for the situation from personal experience. We spent a recent winter in an apartment over a mechanic's garage. The only heat was from the flue from the waste oil burner. If the mechanic didn't work on Sunday we had to stay in bed all day to keep warm.

The Secretary of the Army long ago labeled the housing situation as critical. The Secretary of the Air Force has stated that no program within the Air Force, unless war comes, is as desperate as the housing program. Navy enlisted personnel have designated lack of housing as the number one deficiency in satisfaction in a Navy career.

The Army has plans for an excellent housing program. Perhaps LIFE's publicity will facilitate the appropriations that will make their execution possible.

DOUGLAS LINDSEY, M.D.
North Guilford, Conn.

Sirs:

How can Congress have the nerve to consider spending \$5 million on remodeling the White House, when our soldiers and their families live in such abodes as chicken houses?

BOB EBERT
Santa Cruz, Calif.

SIRS:

THIS NATION SHOULD BE INDEBTED TO LIFE MAGAZINE FOR ITS EXPOSE OF THE SHOCKING HOUSING ACCOMMODATIONS WHICH ARE ALL THAT ARE AVAILABLE FOR OUR MILITARY MEN AND THEIR FAMILIES. TODAY WE FINISHED SEVERAL WEEKS' WORK ON A STUDY OF THIS VERY PROBLEM AND SENATORS BURNET MAYBANK OF SOUTH CAROLINA, MILLARD E. TYDINGS OF MARYLAND AND MYSELF HAVE NOW INTRODUCED LEGISLATION PROPOSING SPECIAL FINANCIAL ASSISTANCE TO BUILDERS WILLING TO TAKE THE RISK OF PROVIDING SATISFACTORY RENTAL HOUSING UNITS ON OR NEAR MILITARY BASES. IF THIS LEGISLATION IS APPROVED WE ESTIMATE IT WILL PROVIDE 100,000 RENTAL HOUSING UNITS WITHIN A YEAR. THANKS FOR BRINGING THESE FLAGRANT CONDITIONS TO THE NATION'S ATTENTION.

KENNETH S. WHERRY
U.S. SENATOR
WASHINGTON, D.C.

Sirs:

I am a Navy wife and have lived in and under conditions similar to those depicted in your pictures. I find it hard to find any pity in my heart for the poor creatures you show. We did not expect the landlords to make major changes as we knew our rent would go up in proportion, but we *did* do all we could to make our habitat habitable.

We have reared a bunch of weaklings in our young marrieds of today. Too much has been handed to them on a silver platter without their having had to work for it, and they lack the intestinal fortitude to meet life as a challenge.

MRS. RUTH E. CULVER
Millington, Tenn.

Sirs:

You sure started something in my household! Here I am, a serious-minded young girl with intentions of marrying into the Air Force and living near the base, and along comes your last issue. Before it was just the idea of marrying so young, but now my par-

CONTINUED ON PAGE 4

PEOPLE WHO MUST HEAR INSIST ON "EVEREADY" BATTERIES!



ELECTRICAL ENGINEER, Gilbert S. Elliott, a World War II veteran, says, "My work is in acoustics—the science of sound; so my hearing has to be close to perfect. I use 'Eveready' batteries in my hearing aid because they give me full volume longer and because I know I can depend on them."

Sensational New "A" Battery, No. 1005E
This newest "A" battery actually "breathes" oxygen from the air...lasts three times as long as old-type "A" batteries of equal size.



See your
hearing-aid
dealer!

The trade-mark "Eveready" distinguishes products of
NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.
Unit of Union Carbide and Carbon Corporation

NO MORE
discomfort of
ACID
INDIGESTION
CONSTIPATION
SICK HEADACHE
DULLNESS
due to ordinary sluggishness



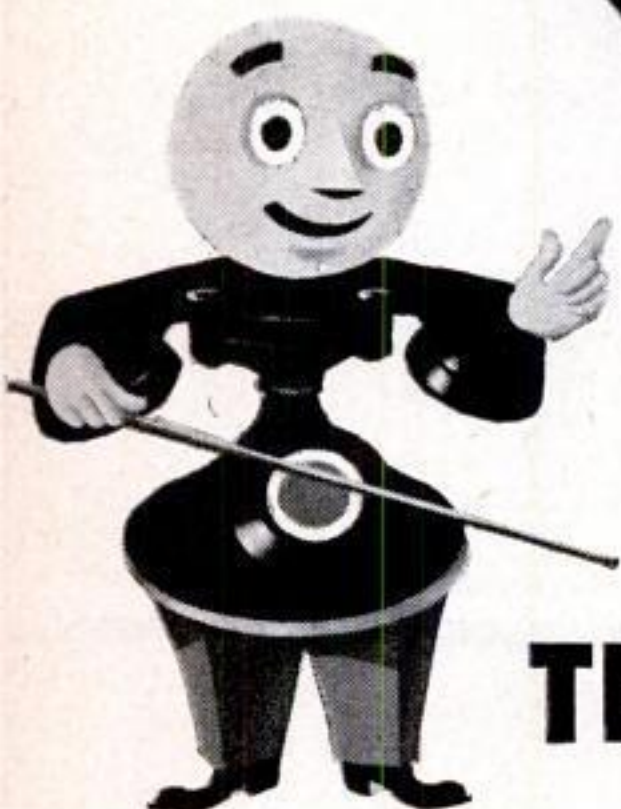
Why feel upset, headachy because of temporary sluggishness or acid indigestion? Take sparkling Eno at bedtime and you'll promptly help neutralize excess stomach acid.

When you wake, take Eno as a quick-acting laxative. It offers positive, yet gentle relief. Used by millions. At all druggists—buy!

- 1 **ANTACID**—relieves sourness, gas and heartburn promptly.
- 2 **LAXATIVE**—to relieve temporary sluggishness quickly, take before breakfast when needed.
- 3 **PLEASANT**—as a glass of sparkling, bubbly soda water!



Take
Good-tasting **ENO**



THE VALUE'S BIG...THE COST IS SMALL

Few things give you so much real value at such low cost as the telephone. Sometimes, as in emergencies, the value is beyond price.

The telephone is indispensable in the smooth running of a household. It saves countless steps and time.

Helps with the shopping. Runs down town. Calls a doctor. Makes home a safer place. Provides unlimited capacity for friendship, success

and good times. Enables every business to do more business and do it better.

Your telephone is more valuable than ever today because there are 40% more telephones than there were three years ago. This means you can call more people and more can call you.

And the cost is still low. Increases in telephone rates are much less than the increases in most other things you buy. They average only a penny or so per call.

BELL TELEPHONE SYSTEM



NEW G-E CLOCK-RADIO
with automatic Slumber Switch!



Serenade Sleep

WAKE TO MUSIC, TOO!

Another General Electric first! Set the Slumber Switch and go to sleep to music. This amazing G-E Clock-Radio, performance-engineered at Electronics Park, turns off *automatically*! Next morning the G-E Clock-Radio turns on automatically, *wakes* you to music—gently, without shock! Get it, set it, forget it! Model 65, below—stunning ivory plastic, \$36.95.* Also in rosewood plastic—Model 64. Standard G-E Clock-Radios in rosewood plastic (Model 66) and ivory plastic (Model 67).

GENERAL ELECTRIC—THE LEADER IN CLOCK-RADIOS

G-E Clock-Radio prices from \$29.95*

*Prices slightly higher West and South—subject to change without notice.

Performance-engineered
at Electronics Park



Model 65

You can put your confidence in—
GENERAL ELECTRIC

LETTERS TO THE EDITORS

CONTINUED

ents throw the bad outlook for housing at me. Couldn't you please at least state that not all Army housing developments are in close competition with any old city dump, to help put over my point?

NAME WITHHELD

Springfield, Mass.

● Some are fine, many are not.—ED.

POLYGAMOUS PYRAMID

Sirs:

In regard to the Pyramid Club fad (LIFE, Mar. 7) a group of people I know have gone this thing one better. Under the setup we have here, when you receive a letter from a club member you are instructed to bundle up your wife and send her to the man whose name appears on the top of the list. Next, you add your name to the bottom of the list. When your name reaches the top of the list you will receive 1,632 BEAUTIFUL WOMEN. . . .

WILLIAM W. LEE

Staten Island, N.Y.

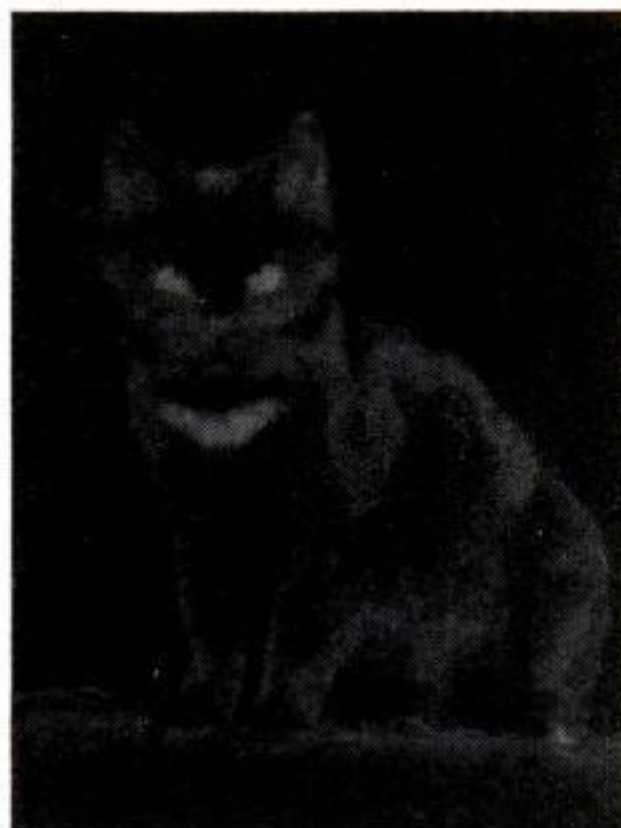
"WHITE ON WHITE"

Sirs:

Munkácsi's "white on white" photographs (LIFE, March 7), are intriguing, especially the big cat. But cats are often seen as black on black, as in the enclosed photograph (below).

B. A. GILLIE

Joplin, Mo.



BLACK ON BLACK

Sirs:

I am enclosing a white on white picture (below) of Medicine Bow, Wyo. taken during the recent blizzard.

MRS. TED CRONBERG

Medicine Bow, Wyo.



MEDICINE BOW (L)
INK ON EBONY (R)

Sirs:

Your attention is called to this sample (above) of a new photographic technique that I have just perfected—black on black. This new technique is ideal for unusual subjects such as licorice sticks in a schoolboy's stomach and ink-blot studies on ebony.

JAMES D. PARKER

Dayton, Ohio

CONTINUED ON PAGE 6

Smarter Rainwear
WITH **PLYMOUTH**
*Sewmanship!



WESTCHESTER. Handsome, "Bold look" raglan model, with fly front. . . . Casually-smart. Full shoulders and military collar. Tailored of fine gabardine, water repellent.

Plymouth styling has achieved extra dash and swagger in these highly-popular all-weather coats. And the smartness is "built in" to last—thanks to "hidden assets" of fine sewmanship. In fact, whichever Plymouth model you choose, you will step out in a coat that holds its youth and drape in any weather. At leading stores everywhere.

*Sewmanship features



1. Crush-resistant front and collar



2. Sag-proof tailored front



3. Tested weather-resistant finishes

Plymouth
OF BOSTON
WEATHER-READY

Smart Rainwear for Men
Plymouth Manufacturing Co.
495 Albany St., Boston 18, Mass.

FREE!

for your Boy or Girl

36-PAGE BOOKLET...

packed with color, pictures,
fun, facts and fascination

AS WE GO FASTER AND FASTER IN A NEW AND DIFFERENT WORLD will your child lag behind—or will you help his growing mind keep pace with the marvels of this new atomic age?

You can, at this moment, take the first step that may develop your children's brain power even beyond your expectations. Parents of over 4,000,000 children have found The Book of Knowledge a tremendous inspiration to their boys and girls. It quickens their mental power. It stimulates interest. It entertains as it teaches.

COSTS NOTHING TO FIND OUT

See for yourself how enchanted your boy or girl can be. Give them this FREE fascinating 36-page booklet with its intriguing collection of wonder questions and answers, actual full color plates and pages of "things to make and do" taken straight from the latest revision of The Book of Knowledge. Your child will be delighted with "How An Atom Works"... "How to Fly An Airplane", "Milestones of Civilization", color illustrations of birds, butterflies and fruits. There's the historic, fabulous illustrated

story, "The Riddle of the Sphinx", and "Curiosities of Other Lands", and inspiration in "Conquerors All!" Watch your child's imagination spark to the surprises in this FREE booklet. A joy to give... a treat to own... absolutely free, no obligation whatever. This lavishly illustrated 36-page booklet is a delightful gift to your child, if you mail the coupon below, NOW!

ENDORSED BY EDUCATORS

The Book of Knowledge is recommended by leading parents, educators, child psychologists. Dr. Louis M. Terman, internationally noted for his studies on child genius says: "A goodly proportion of the gifted children I have been studying seem to have been brought up on The Book of Knowledge."



HOW is the date of Easter determined?
WHY is ice slippery?
CAN rocket planes reach the moon?
WHAT makes a ball bounce?
WHY is yawning catching?

GIVE YOUR CHILD THE ANSWERS

Children learn by asking questions. Prove this to yourself. Give your child a copy of this great booklet, "New Worlds To Discover! More Wonderful Than Aladdin's Lamp." Because this booklet is taken from the latest revision of The Book of Knowledge, you will see how your child reacts to the challenging mental stimulation for which The Book of Knowledge is so famous. Parents of over 4,000,000 children have found The Book of Knowledge to be "The Great Work that Answers Your Child's Questions." It gives specific help with school lessons; makes learning a delight. In 18 great departments with more than 15,000 pictures, The Book of Knowledge brings your child the wonders of our own life, his-

tory, art, music, science, literature, business—the interesting, authentic knowledge of the world.

See for yourself how fascinated your child will be by learning The Book of Knowledge way. Mail coupon now for your child's copy of the glorious FREE color booklet packed with sampling pages from The Book of Knowledge.



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FREE: NEW WORLDS TO DISCOVER! MORE WONDERFUL THAN ALADDIN'S LAMP

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There are..... children in my family, ages..... You may send me free and without obligation, the magnificent, new 36-page color booklet taken from the latest revision of THE BOOK OF KNOWLEDGE.

Parent's Name.....

Address.....

City..... Zone..... State.....

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Life 3/49

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LETTERS TO THE EDITORS

CONTINUED

"OLIVER TWIST"

Sirs:

Dickens lovers all over the world must resent the slur of anti-Semitism brought against Charles Dickens (LIFE, Mar. 7). He was a great liberal and spoke and wrote as such. If he described Fagin as that "wily old Jew," which he certainly was, Dickens also described quite another type in *Our Mutual Friend* where Riah the "gentle Jew" is one of his finest characters, and where one of the fiercest attacks on anti-Semitism was written. . . .

H. M. THOMAS

Blacksburg, Va.

Sirs:

I was interested in your article, "Fagin in Berlin Provokes a Riot." After what these minority groups suffered at the hands of the Nazis, I don't blame them or their action. However I cannot for the life of me see why American Jews object to the showing of the film *Oliver Twist* in the U.S. It seems to me that this opposition will cause more differences than would the showing of the picture. Every day on the stage, screen, radio and television we watch and listen to deep-dyed villains doing their dirty work. None of them belong to any minority group. Come, come, let's not be silly.

WILLIAM D. McVEY

Cleveland, Ohio

Sirs:

As a Jew I felt disgraced when I read of those organizations of my faith which had succeeded in their attempt to ban *Oliver Twist* from the American screens. How can we permit a few to decide for the many? It seems to me that this Jewish "victory" is more apt to feed the anti-Semitic fire than to quench it. Why not go all the way and ban the book too?

HERBERT GOLDSTEIN

Los Angeles, Calif.

● The removal of *Oliver Twist* from required reading lists of Perth Amboy, N.J. schools has been proposed and is now awaiting decision.—ED.

NEW HEELS

Sirs:

Aren't your editors old hat going for slit skirts (LIFE, March 7), and overlooking the new framed-heel nylons the model is wearing? Are they or aren't they something new?

JOHN WHITNEY

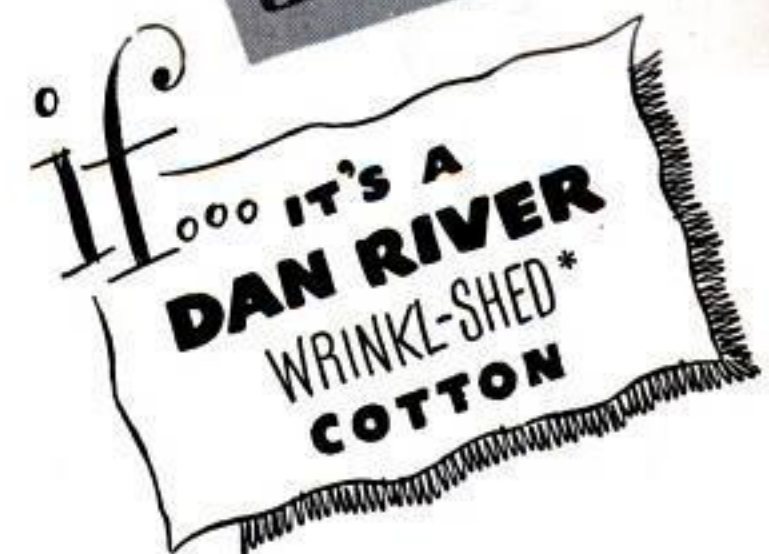
New York, N.Y.



● Herewith the new Picturesque framed heel, no newer than the slit skirt. Manufacturer Sanson gave Mrs. Truman and Margaret each four years' supply for an inaugural present.—ED.

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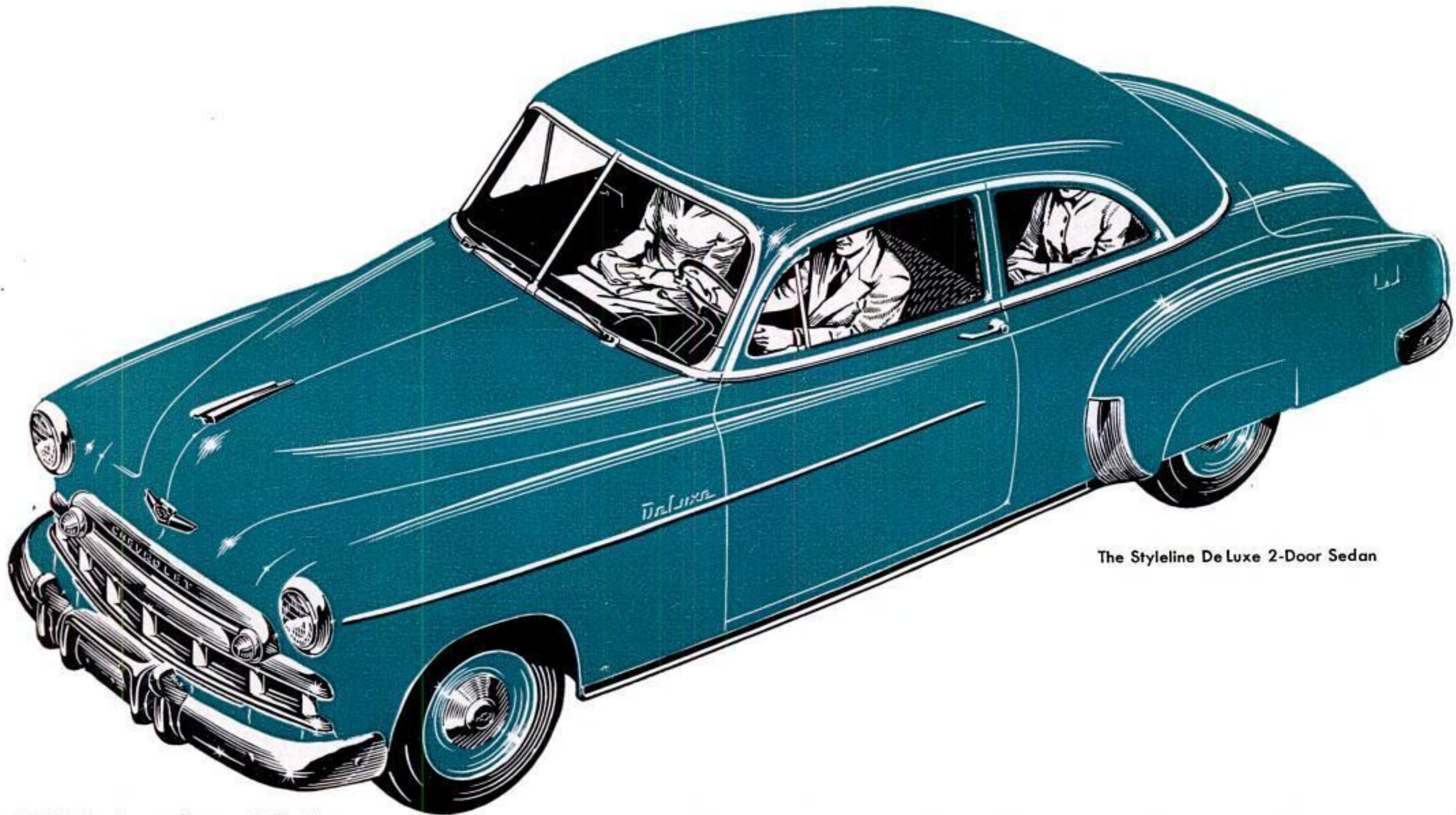
It's a better sport shirt...



You've never seen a sportshirt like it! It's Dan River's amazing new Wrinkl-Shed cotton. Wrinkles never have a chance! Still looks fresh after a full day of action. Still looks new after countless washings! It's vat-dyed, Sanforized†, permanently wrinkle-resistant. At leading stores. Dan River Mills, Inc.

* Trade Mark
† Fabric shrinkage no more than 1%

CHEVROLET



The Styleline De Luxe 2-Door Sedan

CHEVROLET is the only car bringing you all these fine-car advantages at lowest cost!



The Most Beautiful BUY for Styling—A long, low silhouette! Fleet, flowing lines and contours! Sparkling color harmonies! Tasteful use, instead of over-use, of gleaming chrome!—all these combine to make the new Chevrolet the beauty-leader among today's cars.

Moreover, you'll find it's uniformly beautiful from every point of view—front, side and rear, inside and out—with the most luxurious fixtures and fabrics. For this car has the world's *finest* body—Body by Fisher—exclusive to Chevrolet in its field.



The Most Beautiful BUY for Comfort—

Yes, here's all the comfort of your favorite easy chair at home . . . with plenty of room to stretch out and relax in the Super-Size interior . . . and with the advanced heating* and ventilating system of a "car that breathes"—inhaling outside air, exhaling stale air and keeping glass clear in all weather.

(*Heater and defroster units optional at extra cost)



The Most Beautiful BUY for Performance with Economy—

Everybody knows that the trend is to Valve-in-Head engines. For Valve-in-Head is far ahead in all-round performance, endurance, dependability and economy. But only Chevrolet brings you the world's champion Valve-in-Head engine, with the record of having delivered more miles of satisfaction to more owners than any other power-plant built today!



The Most Beautiful BUY for Roominess—It carries six full-grown passengers . . . and an almost unbelievable load of luggage, too . . . at decidedly lower cost!

The Most Beautiful BUY for Driving and Riding Ease—New Center-Point Design, a remarkable 4-way engineering advance, including Center-Point seating—Lower Center of Gravity—Center-Point Steering and Center-Point Rear Suspension brings you an extraordinary new degree of driving ease and Unitized Knee-Action riding comfort on any and



all kinds of roads. Only new Center-Point Design gives these finer motoring results; and only Chevrolet offers new Center-Point Design at lowest cost.

The Most Beautiful BUY for Safety—Chevrolet gives fivefold safety protection found in no other low-priced car: (1) New Certi-Safe Hydraulic Brakes; (2) Extra-Strong Fisher Unisteel Body Construction; (3) New Panoramic Visibility; (4) Safety Plate Glass in windshield and all windows; and (5) the extra-safe Unitized Knee-Action Ride. These advantages, too, will tell you it's the most beautiful buy of all!

Look... Ride... Decide...
it's the most Beautiful BUY of all!



Yes, we suggest that you let your eyes—your driving and riding experience—and your judgment of automotive values inspire you to make the happy decision to choose this thrilling new Chevrolet for '49.

Its outstanding Fisher Body lines and luxury, its world's champion Valve-in-Head performance and economy, its totally new kind of driving and riding ease—all

will tell you, unmistakably, here's *the most beautiful buy of all!*

So just visit your nearest Chevrolet dealer's; get the whole wonderful story of the most exciting new car of today; and then you'll know why more people are buying Chevrolets than any other make *this* year, just as they have done during the total 18-year period, 1931 to date!

CHEVROLET MOTOR DIVISION, General Motors Corporation,
DETROIT 2, MICHIGAN



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makes you more enchanting

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Box of three tablets, \$1.35

Yardley products for America are created in England and finished in the U.S.A. from the original
English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.

LETTERS TO THE EDITORS

CONTINUED

COLLEGE CHORINES

Sirs:

We thought that you might be interested in this photograph of the Bryn Mawr College chorus (*LIFE*, March 7) which appeared in our college newspaper, the *Haverford News*. Our viewpoint is slightly different from yours.

WILLIAM S. TASSMAN
ROBERT DEP. BROWN
WINTER ENSIGN

Haverford, Pa.



THEIR VIEW



LIFE'S VIEW

MISS MUSCLES

Sirs:

As regards your picture story on Little Miss Muscles (*LIFE*, March 7), what a sad waste of sweet femininity by an obviously boy-hungry father. With a face like an angel, that beautiful kid will probably grow up with the body of a Mack truck. . . .

DANIEL SEIFER

New York, N.Y.

CONTINUED ON PAGE 11

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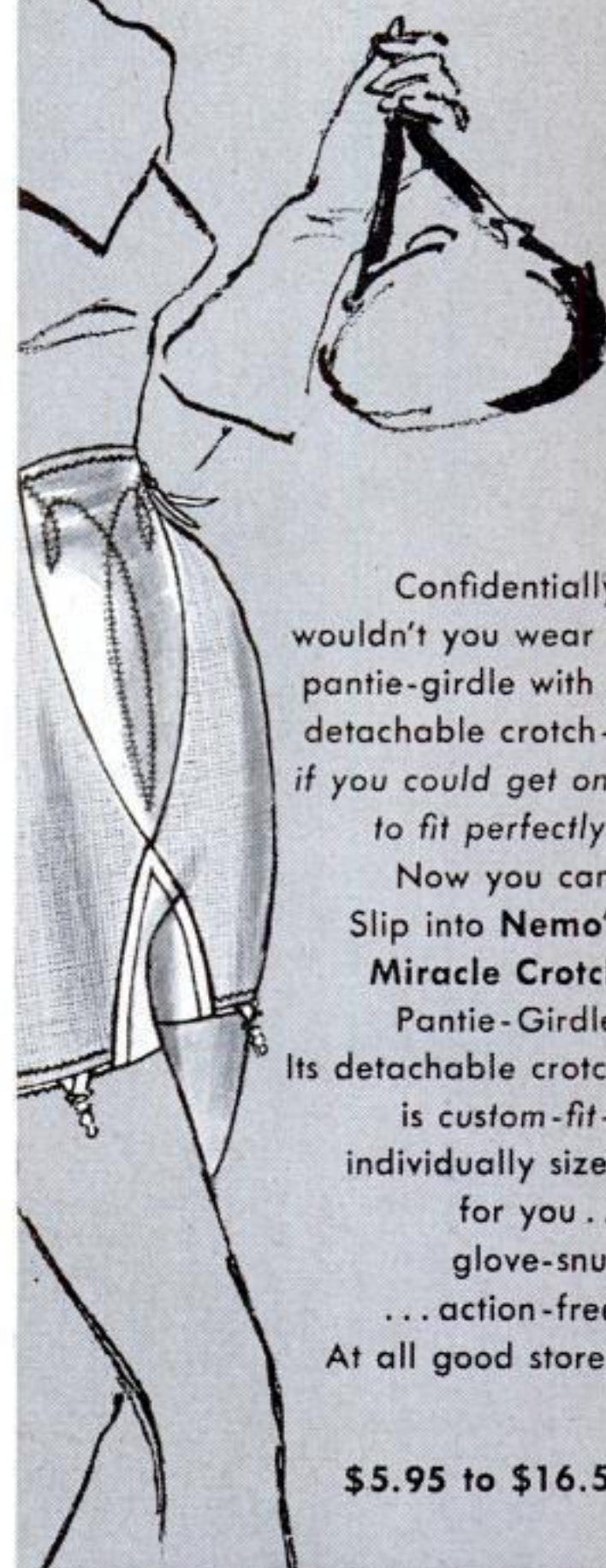
A pantie-girdle with
the detachable

Miracle Crotch

that custom-fits where others may
bind or bulge. For
fastidious you, **Nemo** creates a

***miracle**

in a
pantie-girdle



Confidentially,
wouldn't you wear a
pantie-girdle with a
detachable crotch—
if you could get one
to fit perfectly?
Now you can!
Slip into **Nemo's
Miracle Crotch
Pantie-Girdle**.
Its detachable crotch
is custom-fit—
individually sized
for you . . .
glove-snug
. . . action-free.
At all good stores.

\$5.95 to \$16.50

Nemo
***MIRACLE CROTCH**

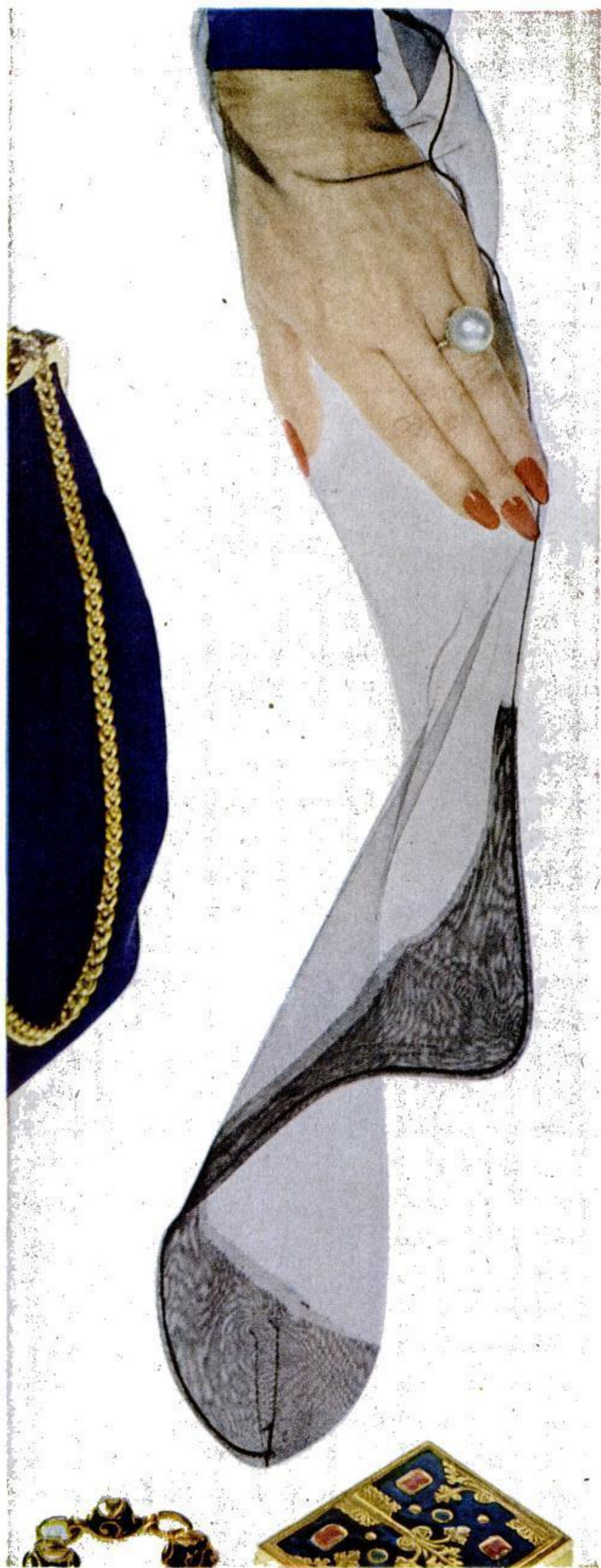
the **only** pantie-girdle with the
custom-fit detachable crotch



p.s. Wear it as a girdle too.
Remove crotch, close hooks and eyes,
and presto—you have a glamorous girdle.

© 1949 KOPS BROS. INC. 385 5th Ave., N.Y.C. 16
*Miracle Reg. trade mark Patent No. 2458712

not just nylons...but a *Wardrobe of Cannon Nylons*

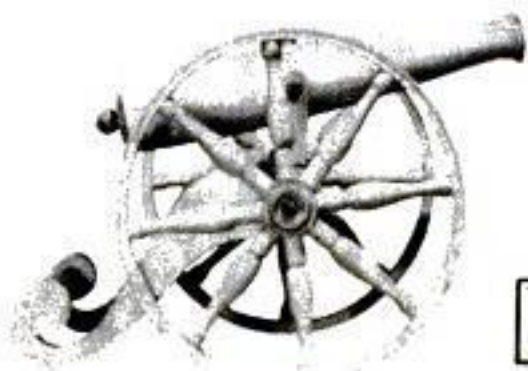


ACCESSORIES BY LA BOUTIQUE FANTASQUE LILLY DACHÉ

Ming Blue, 15 denier

New and beguiling for afternoon wear!
Especially with high-fashion steel and electric blues,
blue and rose prints, blue-greys.

COPR. CANNON MILLS, INC. 1949



Smoke Pearl, 30 denier

For your tailored times!
Correct with grey tweeds, slate tones, pastel accessories.
And with the new grey shoes.

CANNON NYLONS to blend oh-so-subtly with every
spring costume! It's the wonderful "wardrobe idea"
in stockings—translated here into three of
Cannon's exquisite, soft-voiced new colorings, created
especially for *now*.

These full-fashioned beauties come in your own leg
proportions. Dull-finished. Sleek-fitting
round the ankles. Choose several shades—
in whisper weights and practical deniers—for *your*
spring Cannon Nylon Wardrobe!



Mandarin Rose, 15 denier

Perfect foil for formal,
filmy chiffons in violet shades. Or delicate
lilac-blues, with accents of gold.



Cannon Towels • Sheets • Blankets ★ Cannon Mills, Inc., New York 13, N. Y.

Which Twin has the Toni?

(and which has the \$15 beauty shop wave? See answer below.)



Compare Toni with any other permanent—any home wave, any beauty shop wave—and you'll find there's no finer wave at any price!

The secret of lovelier hair is yours—with a Toni Home Permanent. For your Toni wave is so soft, so easy to manage, so *natural-looking* that people will probably ask if you have naturally curly hair! But before trying Toni you will want to know:

Will TONI work on my hair?

Of course. Toni waves any kind of hair that will take a permanent, including gray, dyed, bleached or baby-fine hair.

Is it easy to do?

Amazingly easy! If you can roll your hair up on curlers, you can give yourself a Toni. It's so surprisingly simple that each month over two million women use Toni Home Permanent.

Why do most women prefer to use TONI?

Because the Toni Waving Lotion is not a hurry-up salon-type solution. Instead it's a mild creme lotion—made especially for home use.

So gentle it just coaxes your hair into beautifully soft waves and curls. That's why your Toni wave looks more natural, even on the very first day.

Will my TONI wave be loose or tight?

With Toni, you can have just the amount of curl you want . . . from a loose, casual wave to a halo of soft ringlets. Just follow the simple directions for timing.

How long will my TONI last?

Your lovely Toni wave is guaranteed to last just as long as a \$15 beauty shop permanent . . . or your money back.

How much will I save with TONI?

The Toni Kit with plastic curlers costs only \$2. You can use the plastic curlers again and again. So for your second Toni wave all you need is the Toni Refill Kit. It costs just \$1 . . . yet there is no finer wave at any price.

Which twin has the TONI?

Lovely Frances and Bernadette Hanson live in New York City. Frances, on the right, has the Toni. She says: "I want a permanent that's soft and natural-looking right from the start. And that's just the way my Toni is! It's so easy to manage Bernadette can't wait to have one, too!"



NOW over ²/₁ million women a month use Toni

Frick and Frack, comedy stars of Shipstads and Johnson, Ice Follies for 1949 perform with...



**AMAZING
DOUBLE
ACTION!**

...Pennzoil Motor Oil performs with Double Action, too!

IT FLOWS FAST-

instant protection during warm-up!

IT STAYS TOUGH-

lasting safety for all kinds of driving



At better dealers, coast to coast

Registered Trade Mark Member Penn. Grade Crude Oil Ass'n., Permit No. 1
Tough-film PENNZOIL* gives all engines an extra margin of safety

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Little Miss Muscles may break the world's sports records, but she'll never get around to playing post office.

JAY PRESSON
RICHARD MORRIS

New York, N.Y.

MASSACRE?

Sirs:

Re Ogden Nash:

... It seems that anytime Nash is feeling a little bit jinglish, The Boston Massacre is nothing compared to what he does to the king's English. . . .

ALBERT ROSENFELD
State College, N. Mex.

CHURCHILL'S TRADEMARK

Sirs:

May I, for history's sake correct a word in the caption of your picture (LIFE, Feb. 28) representing Mr. Churchill raising his hand and making the V sign?

The caption reads, "The V sign is a Churchillian trademark." The V sign trademark belonged, in fact, to my friend Victor de Laveleye, who was later on to become my colleague in the first postwar Belgian government.

Laveleye, who for four years broadcast every night from London to Belgium, wanted to find a rallying sign which could easily be understood by all resistants. The difficulty was to have a sign which would mean something in English and in the two Belgian national languages: French and Flemish. Ultimately Laveleye found V, the initial of victory in English, of *victoire* in French and of *vrijheid* (freedom) in Dutch.

The idea was enthusiastically received in Belgium, spread at once to France, the Netherlands and the other occupied countries, and from there rolled back to the indomitable Island and its indomitable prime minister.

CAMILLE GUTT
Managing Director

International Monetary Fund
Washington, D.C.

● Also *vitezstvi* in Czech, *vitestvo* in Serbian and *vi vil vinne* in Norwegian.—ED.

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It's the Baby who **never** has Diaper Rash..



Playtex Baby Oil has 6 times more soothing lanolin than any other sold.

Playtex Baby Powder is super-fine. Gently absorbs, is safely deodorant, guards against prickly heat and chafing.

Playtex Baby Cream is lanolin-rich for protection, has a balm oil base.

YOUR MONEY BACK

if your baby ever develops diaper rash while using PLAYTEX BABY OIL, POWDER AND CREAM exclusively.

**HOSPITALS PROVE
NEVER A CASE OF DIAPER RASH**

with
Playtex®

Scientific tests with thousands of babies—medically supervised by more than 100 hospitals and pediatricians—prove never a case of diaper rash when PLAYTEX Baby Oil, Powder, and Cream are consistently—and exclusively used. And, in cases where diaper rash had already appeared, it immediately cleared up after babies were switched to Playtex Baby Oil, Powder, and Cream.



"These new pants are the best ever!"

Playtex Baby Pants are comfortable and completely waterproof. Made of pure liquid latex, they're light, cool, super-stretchy, and long wearing. Playtex pants wash odor-free in ten seconds, pat dry with a towel. Accurately sized by baby's weight.



"Soft-comfy—and waterproof, too!"

Playtex Plastikool Sheets are light, completely waterproof, stay soft and pliable—even after hundreds of washings. Nylon-reinforced; they're tear-resistant and wear-resistant. PLASTIKOOL sheets wash in a jiffy, dry with a towel. In three handy sizes.

For Happy Comfort for Babies say **Playtex®**
for the Gifts that Mothers Really Want

Beautiful, silvery gift-packaged Playtex Products are sold at all department stores and specialty shops. Ask for the golden "Kooleez" brand in better drug stores. International Latex Corp., Playtex Park, Dover, Del. © 1949

SPEAKING OF PICTURES...

... HERE IS AN ALPHABET OF ODD ANIMALS

The peculiar creatures shown here are from a delightful book entitled *Wild Animals of the World*, written by William Bridges (Garden City Publishing Co., \$4.95). It contains pictures and descriptions of 252 mammals, and it was no trouble at all for the editors of LIFE to

make up an exotic animal alphabet using the queerest of these. Only the letter X was unrepresented. So the book's illustrator, Mary Baker, went to the American Museum of Natural History in New York, obtained the skin of a Xerus and obligingly painted its picture.



A Aye-Aye

Found only in Madagascar, the aye-aye's survival is due to native myth that anyone touching it will die.



E Echidna

Although its yellowish spines look much like a porcupine's, this native of Australia lays eggs and is a type of anteater.



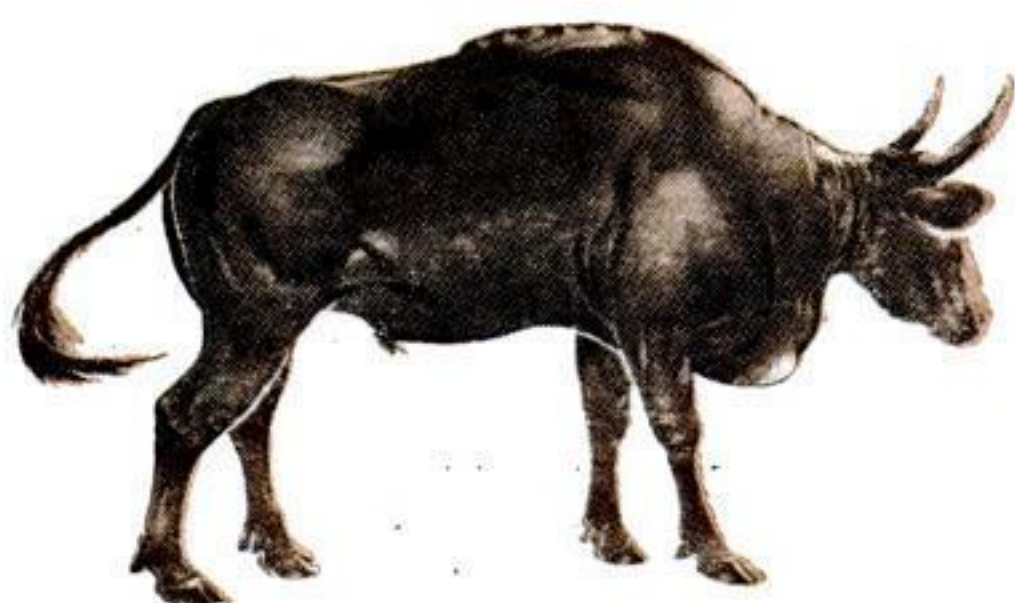
F Fossa

With a reputation for bloodthirstiness this Madagascan animal is unpopular even though it is almost extinct.



G Guereza

Stylish fur capes and Abyssinian warriors' shields have been made from the guereza's luxuriant hair.



K Kouprey

The horns of the kouprey, a forest ox of French Indo-China, are frazzled from stabbing termite nests in the deep jungle.



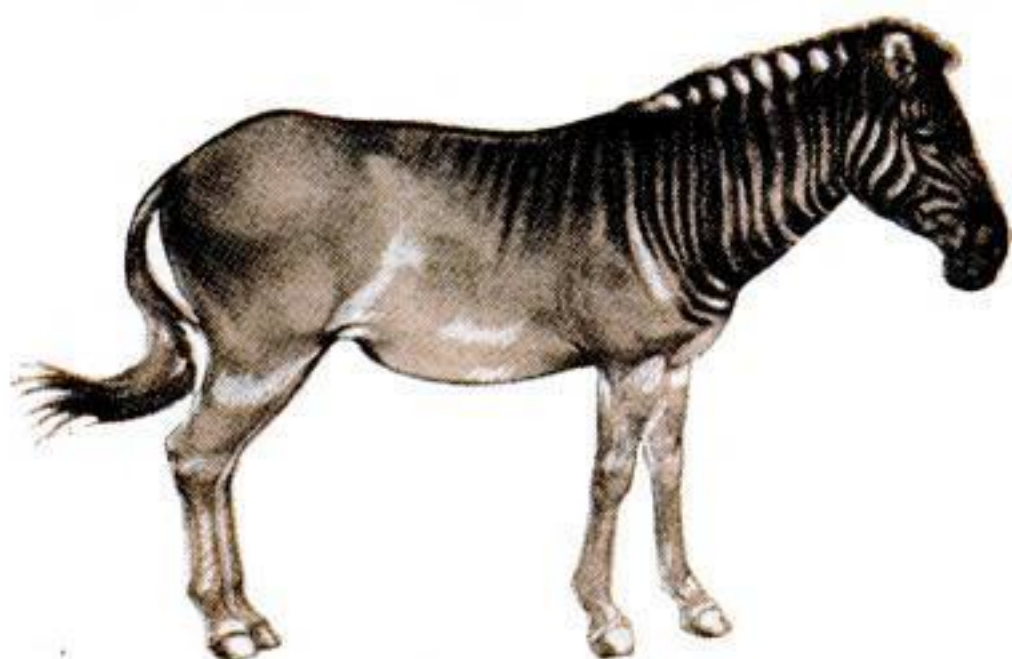
L Lemur

Another denizen of Madagascar, the expressionless lemur spends most of its life in high trees and is harmless.



M Mangabey

The most expressive of all monkeys, the West African mangabey can scowl, laugh, grimace, wink or smile.



Q Quagga

This South African link between the zebra and the wild ass is believed extinct, has stripes only half way down its back.



R Ratel

A strong fondness for sweets leads the thick-furred African ratel, or honey badger, to steal honey from beehives.



S Saiga

Its horns, valuable for medicinal purposes, are now smuggled out of Siberia for illegal sale to the Chinese.



B Bear, Sloth

Although thick-coated, the sloth bear often drifts off to sleep on warm, sunny hillsides in its native India.



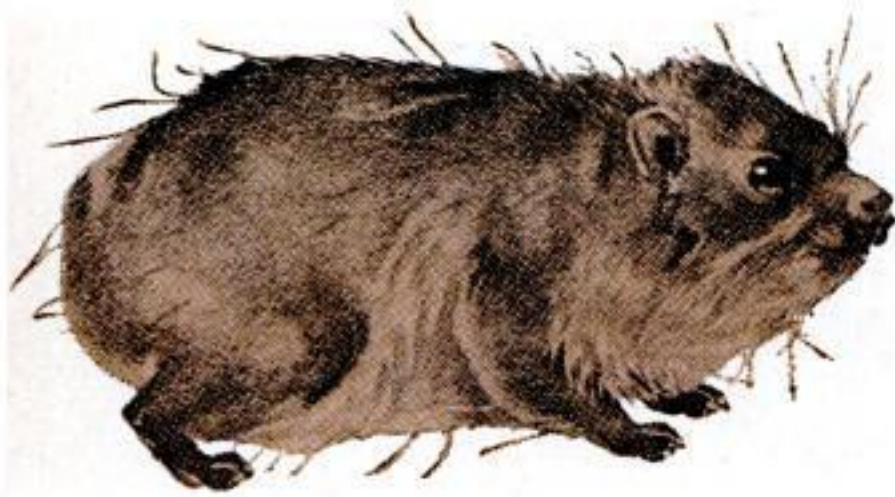
C Coati-Mundi

In Central America, they are kept as pets, but the coati-mundi should be caged or it will ruin its owner's house.



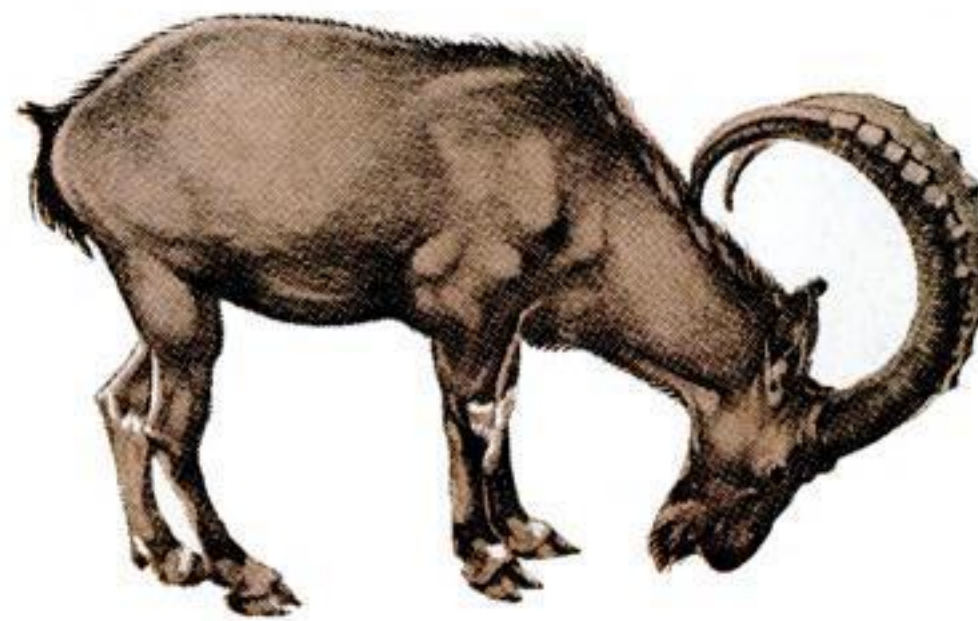
D Dugong

Although the resemblance is remote, imaginative mythologists have attributed mermaid legends partly to the dugong.



H Hyrax

Rabbit-sized, the meek African hyrax is distantly related (through its teeth and feet) to the rhinoceros.



I Ibex

Used to jumping from crag to crag, the Siberian ibex in captivity sometimes will jump on its zoo keeper's back.



J Jerboa

When frightened this Egyptian "jumping mouse" is often mistaken for a bird as it leaps swiftly across the desert sand.



N Nilghai

A resident of India, the nilghai owes its survival to its short horns, which are not popular as trophies.



O Onager

A wild ass from Baluchistan, the onager can be captured only by employing relays of swift horses to exhaust it.



P Potto

African natives say that the only way to loosen the potto's viselike grip is to cut away the victim's skin surrounding it.



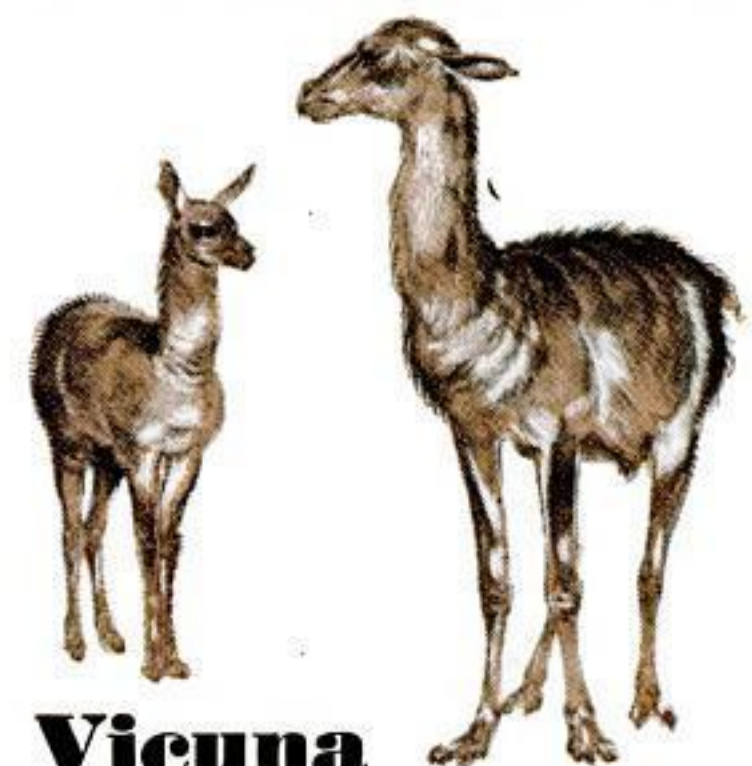
T Tamandua

Akin to giant anteaters, this South American beast defends itself by hugging and clawing its adversary.



U Uakari

This monkey of South America is nearly impossible to tame and has a bright red face. Its hair is almost white.



V Vicuna

Recent laws prohibiting the making of goods from vicuna wool have helped this small Peruvian camel species survive.

Why pay more?

WINDEX WAX^{for} GLASS

COSTS LESS!



1. BACKACHES—from cleaning—good-by! Windows come clean faster! Stay clean longer. You just spread on Windex Wax for Glass. Wipe it off. No rubbing! The gleaming finish sheds dirt, dust, soot. And it costs so much less, too!



2. EXTRA PRIDE in silverware! Windex Wax for Glass gives flatware, candlesticks that "jeweler's" sparkle—A "new-bright" look to brass, chromium, copper, porcelain.



3. YOUR HEART will thrill to the way glass table tops and mirrors pop with glistening highlights! You can clean hundreds of things with the big 16-ounce can, economically!

NO BETTER WAX GLASS CLEANER AT ANY PRICE!

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—and many, many more!



Made by
Makers of
Windex Spray

Copr., 1949
The Drackett Co.

Not for use on automobile bodies, floors, furniture

SPEAKING OF PICTURES

CONTINUED



W Wombat

Although reminiscent of the American woodchuck, the Australian wombat's female carries young in a pouch. Wombats lie on their sides to dig their burrows.



X Xerus

This squirrellike South African rodent spends most of its time sitting upright like a prairie dog in front of its burrow, stopping only to eat or scratch its ears.



Y Yapok

The most beautiful of the opossums, the yapok of South America is rarely seen. It hides during the day, coming out at night to hunt for crayfish and insects.



Z Zebu

Zebus, or Brahman cattle, are always distinguishable by a hump. In India they are held in high esteem and are often allowed to wander at will in public.

What to look for when buying a really new Car...



- 1 OPEN THE DOORS** • Four doors swing wide with an invitation that is fresh and different. More choices of colors and fabrics than you've ever had before. Beautifully tailored and appointed—with spaciousness and graciousness for six!



- 2 OPEN THE HOOD** • Horsepower? No—it's *Kaiser-power*! . . . an eager 112 of it in the Kaiser DeLuxe—with the highest-compression engine of any car in its class! More power from every drop of gasoline. Less gasoline for every *Kaiser-powered* mile!

KAISER

RIDE - THEN DECIDE!

SEE YOUR KAISER-FRAZER DEALER TODAY

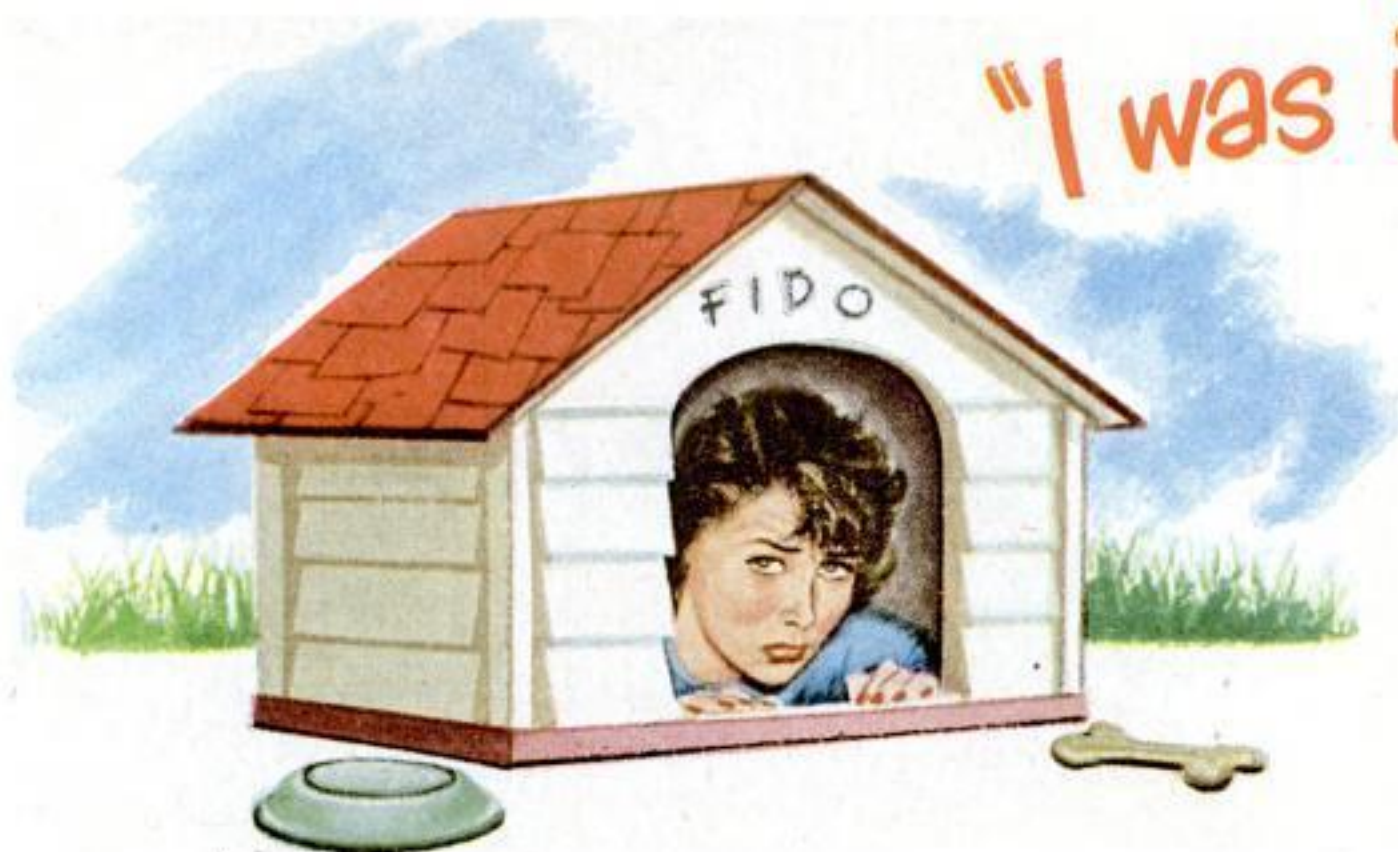


- 3 OPEN NEW ROADS** • Smooth or rough. The Kaiser's *inner-spring* front shock suspension, new distribution of mass and load and new triple-control steering bring a "new feel" to both driving and riding. You'll be both proud and comfortable in the luxury-styled, comfort-engineered Kaiser! It's *really* new!

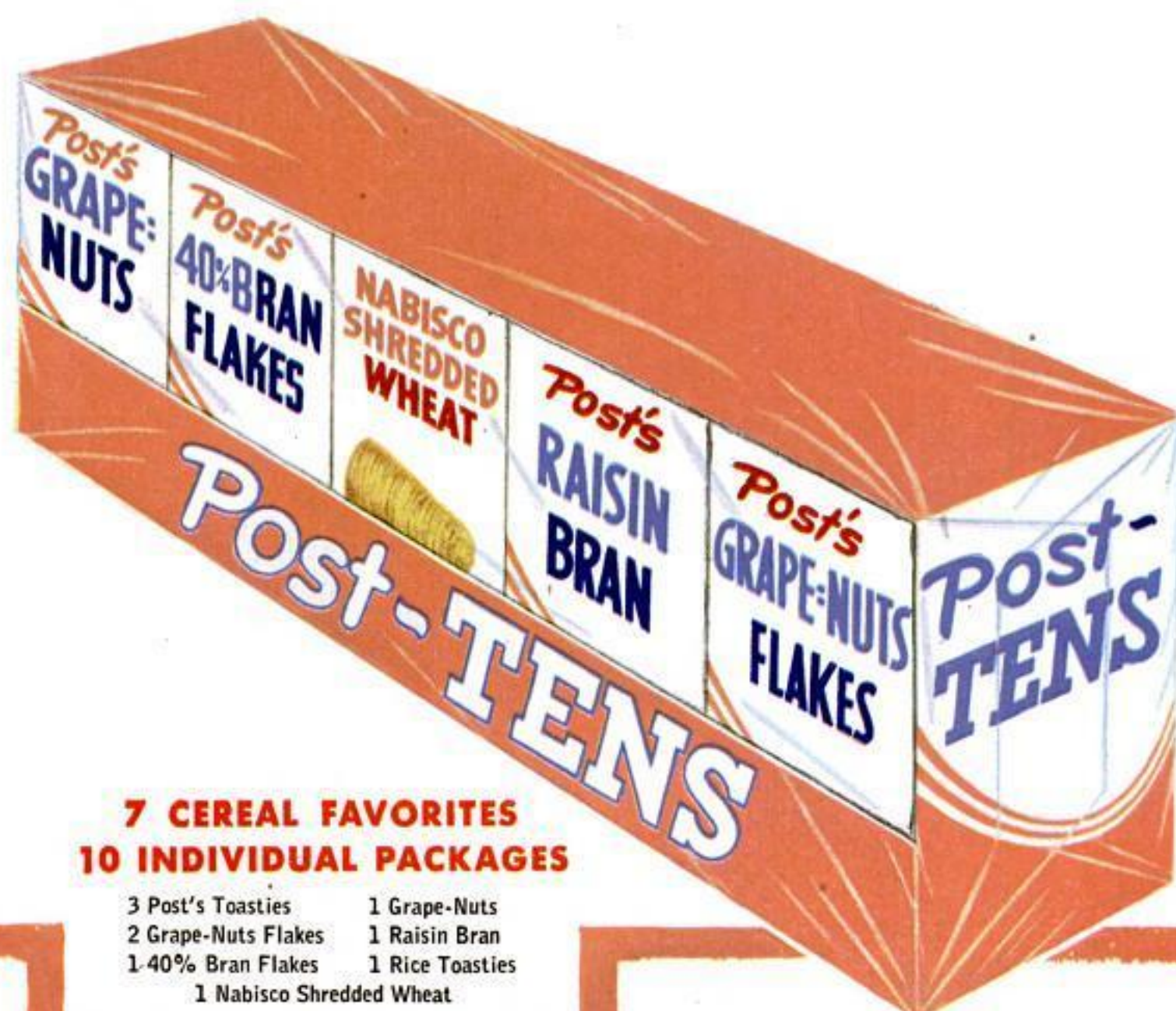


Hear! Hear! Hear! *Walter Winchell* Every Sunday...same time...same station!

"I was in the Dog House!"



"And that's just what I deserve for barking up the wrong tree at breakfast. What my family wanted was a *choice* of cereals—but they never got it till I discovered Post-Tens! Now, with that wonderful assortment of 7 different cereals, they can all suit themselves. Choosy Susie can have her favorite—Sugaroasted Grape-Nuts Flakes—as often as she pleases and then switch to Raisin Bran or Rice Toasties. Changeable Jack can pick himself a different cereal every day in the week. And, thanks to Post-Tens, we learned about Post's Toasties—the *better* corn flakes!"



**7 CEREAL FAVORITES
10 INDIVIDUAL PACKAGES**

3 Post's Toasties	1 Grape-Nuts
2 Grape-Nuts Flakes	1 Raisin Bran
1 40% Bran Flakes	1 Rice Toasties
1 Nabisco Shredded Wheat	

"There's a difference in Corn Flakes-on that we agree
Post-Toasting makes the DIFFERENCE-taste 'em and see"



TASTE-TESTS across the country show time after time that there's a real difference in corn flakes. These tests also show that more and more people prefer Post's Toasties to any other corn flakes. Yes, they agree:

Post's Toasties top 'em all. That's the difference Post-Toasting makes!

POST-TOASTING is that special process that toasts sweet golden corn right up to its absolute peak of goodness. Then the new improved Fresh-

Protector package keeps those delicate, thinner flakes just the way you like them—so crisp, so grand! So be sure to ask your grocer for taste-tempting Post's Toasties in the large, economy-size package—today!

Products of
General Foods

Don't say "Corn Flakes" Say POST'S TOASTIES — the BETTER Corn Flakes

LIFE'S REPORTS



"FILTHY BEAST," "vulgar politician," "savage butcher" were few of the names applied to President Dumarsais Estimé (center, with wife) by his rival.

WAR ON THE RADIO

A vengeful Haitian rocks the Caribbean with long-range insults to his presidential enemy

by EDITH EFRON

In its 145 years the Republic of Haiti has known more plots against the government than history can count. Of its 22 heads of state between 1843 and 1915, when the U.S. occupied the country to restore order, only one served out his official term. Three died in office, one was exploded with his palace, one was presumably poisoned, one was chopped to bits by a mob and one resigned. The other 14 were thrown out by conspirators and revolutions after holding their jobs for periods ranging from three months to 12 years.

But in all this long and bloody history few plots have run as weird and polychromatic a course as the one which recently fizzled out to its wet-firecracker end in Haiti, after several weeks of crackling diatribes across the airways. Its chief protagonists were Colonel Astrel Roland, a tall, bald mulatto of the Haitian army, and President Dumarsais Estimé, his archadversary, head of the Negro government which Colonel Roland plotted to overthrow so that mulatto supremacy would be restored. Mixed into it was a Belgian woman named Joanna Verbracken, the colonel's accomplice, who was to dispatch the president and certain key functionaries of the government by poison. At the last moment she changed her mind and told all, thus foiling the plot and forcing the colonel to flee to the Dominican Republic, Haiti's traditional enemy, where he opened up a radio barrage that had the entire West Indies by the ears.

For his radio war on his native land, Colonel Roland used the Voz Dominicana, which normally keeps its big Haitian audience happy in the evenings with Spanish dance music. The program changed one night without warning, and its listeners were stunned by what they heard.

"That filthy beast who calls himself Dumarsais Estimé," came the colonel's voice, "that being of horror and crime has the folly to accuse me of organizing a conspiracy. That nonentity who still smells of the bush—who is he? Dumarsais Estimé is a vulgar politician, a criminal jack-of-all-trades, a savage butcher. . . . Vice, corruption, lies, ruse, crime and ignorance are the very lifeblood of his administration. . . ."

The peroration that night wound up with a promise that the revelations would be continued, "Ineffable Estimé! I am inclined to spread out for all to see your sinister actions! Gird your loins! . . . Haitian people! I will return to deliver you!"

The next night an indignant Haitian government was ready with its answer. "Haitian people!" cried the official Haiti radio. "It disgusts us to answer that unnatural creature, that traitor, that hater of his fatherland. . . . Roland the Shameless, you said that President Estimé got to power by using ruse, corruption and murder. But you forget that you take all the credit for getting him the presidency! Is

CONTINUED ON NEXT PAGE

Why the

Beltone

HEARING AID

is the choice of so many Well-Known Americans



Senators, Congressmen, Doctors,
Lawyers, Business Leaders

TURN TO THIS GREAT INVENTION

In the list of Beltone customers are prominent names. Leaders who MUST have the best in hearing, choose Beltone Hearing Aids to correct hearing loss. For Beltone is the Quality instrument. You, too, are entitled to the best in hearing correction. Tiny in size, the clear, powerful, one-unit Beltone fits in a man's watch pocket. No receiver button need show in the ear. Efficient—even severe cases of hearing loss are helped. Dependable—heat, moisture and perspiration won't affect Beltone's Magic Silver Circuit.

But it's the correct fitting of the Beltone to the individual case that makes this superb instrument outstanding. The Exclusive Beltone Selectometer fitting selects the ONE out of 144 different hearing combinations that is *right* for you. Easy payments available.

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oh-oh, Dry Scalp!



"... JOE THINKS he's so smart! But what he doesn't know about Dry Scalp! Look at that straggly hair and the loose dandruff on his coat! How can anybody with Dry Scalp look well-groomed! I ought to tip him off about 'Vaseline' Hair Tonic!"

*Hair looks better...
scalp feels better...
when you check Dry Scalp*



IT'S A GREAT IDEA FOR YOU, too! 'Vaseline' Hair Tonic is just the thing to check Dry Scalp. Try a few drops a day... and you'll see an amazing improvement in the good looks of your hair. Supplements scalp oils... contains no alcohol or other drying ingredients. It gives double care... to both scalp and hair. And it's economical, too.

Vaseline HAIR TONIC

TRADE MARK®
TOPS IN ENTERTAINMENT: DR. CHRISTIAN, STARRING JEAN HERSHOLT ON CBS, WEDNESDAY NIGHTS; LITTLE HERMAN, NEW MYSTERY SHOW, SATURDAY NIGHTS, ON ABC; SEE YOUR NEWSPAPER FOR LOCAL BROADCAST TIME!



"ROLAND THE SHAMELESS" was government's name for Roland.

LIFE'S REPORTS CONTINUED

it then you who has committed all the crimes for which you reproach him? Aha, Roland the Shameless, answer that one! Roland the Shameless, shut your mouth and speak no more. The people have identified you as the vicious beast that you are!"

Far from shutting his mouth, however, Roland the Shameless was on the air again the following afternoon. "You heard last night," he cried, "the team of mercenaries employed by Dumarsais Estimé to defend him by lies and calumny. They want to know why I have not yet returned to Haiti! Hah! Colonel Roland knows the mania of Dumarsais Estimé, who assassinates all those he believes to be his enemies, his constant thirst for blood which he quenches either in crime or in superstition."

"Mr. Estimé, to give himself importance, has tossed out another odious lie: that each month he sent me money (for the part I played in getting him elected). Mr. Estimé earns constitutionally \$2,000 a month. He spends \$1,000 a month on his mistress who lives in Paris with his four children by her. Where could he find the money to send me? Estimé, every time you are embarrassed by a question, you pirouette like a monkey. Answer me! How did you send me money? By check? Or by private messenger? If by check, show the receipted checks. If by messenger, tell his name. And if you produce the messenger, he will be a liar."

That evening, an impatient Haitian announcer was on the air, conscious of his noble mission of speaking for the entire country.

"Here we are," he said excitedly into the microphone, "faithful to the rendezvous, and there you are, Haitian people, clinging to your receivers in a similar élan of indignation and of execration of that abject nonhuman who betrayed so grossly his country."

"You said, Roland the Shameless, that President Estimé before his election had made a lot

Fast HELP for HEADACHE



BROMO-SELTZER
FIGHTS HEADACHE
THREE WAYS

For fast help from ordinary headache always take Emerson's Bromo-Seltzer. It fights headache three ways:

1. Relieves Pain of Headache.
2. Relieves Discomfort of Upset Stomach.
3. Quiets Jumpy Nerves.

Caution: Use only as directed. Get Bromo-Seltzer at your drug store fountain or counter today. A product of Emerson Drug Company since 1887.



You'll take a shine to "Silver King"!

Newest in jackets... sparkling Para-Twill in silver, wine, green and bark. Styled by Grais with elastic hook belt and large saddle pockets. Water-repellent, too! Retail about \$12.95. Write for dealer's name

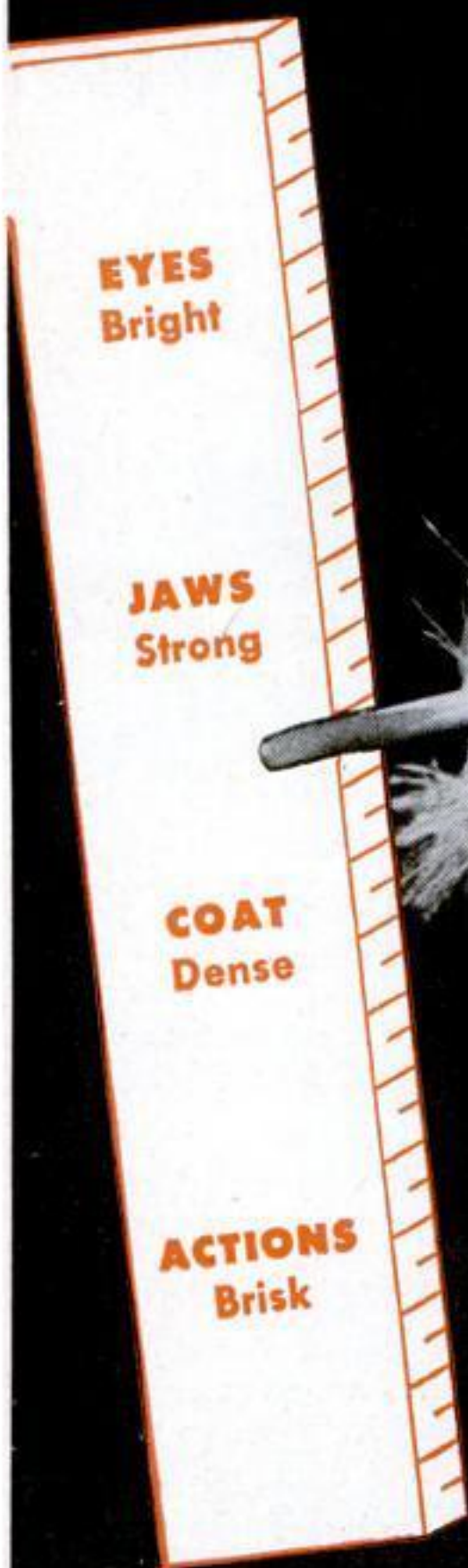
RUBIN GRAIS & SONS, Chicago 6, Illinois

SPORTSWEAR WITH GRACE BY... makers of
Grais THE POINTER
Thorobred Jacket

CONTINUED ON PAGE 20

Expect to be TICKLED

... when you nourish
EVERY INCH of him
with Gaines!



Look at that grand coat—the gleam in those eyes—the pep in those paws! A dog is so much more fun to play with—more fun to look at—and life's so much more fun for *him*, when you give

him expert care, and nourish **EVERY INCH** of him. Feed him **GAINES**—America's largest-selling dog food! Gaines supplies every type of nourishment dogs are known to need.

THIS MUCH NOURISHMENT in each pound of Gaines!



To Build Strong Bodies—as much *proteins* as there are in 1½ pounds of fresh beef



For Sleek Appearance and Glossy Coat—the *fats* that would be provided by 1¼ ounces of butter



For Red-Blooded Vitality—as much *iron* as there is in ¾ of a pound of beef liver



For Energy—as much *carbohydrates* as there are in 2 quarts of cooked oatmeal



For Strong Bones and Teeth—the *minerals* that would be provided by 1¾ pounds of cheese

Plus

All the Vitamins and Minerals dogs are known to need... in more than required quantities

Gaines is backed by 19 years of experience in dog nutrition. No wonder it is bought with confidence by millions. In fact, more Gaines is fed by dog owners than any other brand!



A Product of General Foods

And this will tickle you—

GAINES COSTS LESS TO FEED than any other type of dog food!

... but even more important than economy is the healthful, fully balanced diet provided by Gaines!

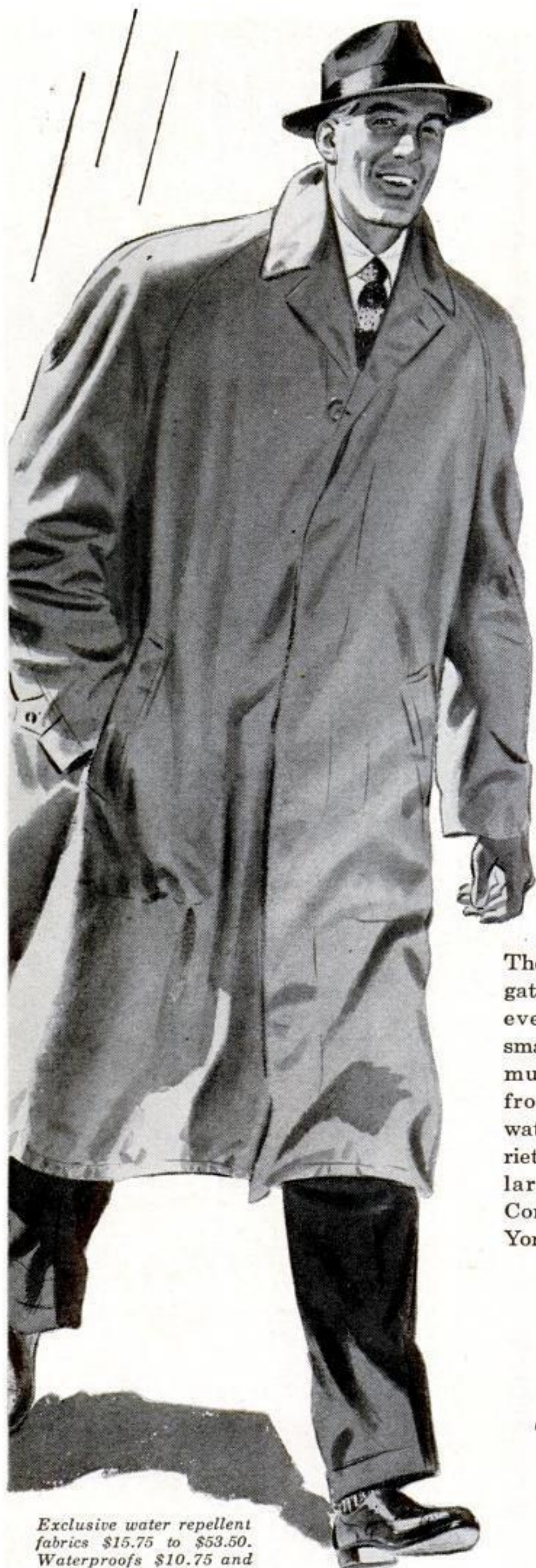
Gaines DOG FOODS

"Nourish Every Inch of Your Dog"

Copyright 1949 by General Foods Corp.



RAIN AHEAD!
Stay Smart... Stay Dry
...in an ALLIGATOR!



There's no coat like an Alligator. You'll wear it almost every day because it's so smartly styled—and offers so much protection. Choose from water repellent and waterproof fabrics in a variety of styles, colors, popular prices. The Alligator Company, St. Louis, New York, Los Angeles.



Exclusive water repellent fabrics \$15.75 to \$53.50. Waterproofs \$10.75 and \$13.75. See them all at your favorite store.

BETTER DEALERS FEATURE:

ALLIGATOR
Rainwear

because... IT'S SURE TO RAIN!

LIFE'S REPORTS CONTINUED

of money in the voting for several contracts—\$20,000 and \$30,000 and \$30,000... And then you ask the president where on earth he could get money to send to you! You ask him, who according to you came to the presidency a rich man, where he could have found money to send you!

"Why don't you just shut up? The more you attempt to defend yourself, the more involved you get. Your sad position before the Haitian people and the world gets sadder by the moment. Every newspaper in the country is now exposing your foul excrement to the open air. Roland, be still. Don't make things worse for yourself, if that is possible.

"Haitian people, we think we have finished with Roland the Shameless, the conspirator, the traitor, the renegade! We have nothing more to tell him. He has said that all he has to do is show up at the frontier and all of us will flee. Well, we say to Roland and we say it in the name of the Haitian army, we tell him, 'Keep your word, if you still have anything left of the military man about you.' Present yourself at the border, where you have given us rendezvous—a rendezvous of the sort that the Haitian people keep with the greatest pleasure. We are waiting for you, Roland the Shameless!"

In spite of the government's confident air, Roland's threat to return very shortly had thrown an element of panic into Haitian hearts. The next day the Chamber of Deputies met to vote obligatory military service, an internal defense loan of \$3 million with which to equip the army, and a committee to investigate "anti-national activities" of all Haitians over the age of 16. The crowd which pressed into the chambers screamed with excitement and approval at the ferocious words of the various deputies who cried, "We will bite them with our teeth! We will fight them with penknife and machete. We will teach the Chicken Hawk of the East to pull in his claws!"

Silence on the airwaves followed this decisive action for several days. Then suddenly Voz Dominicana erupted again. This time it was not Colonel Roland, however, but his accomplice Joanna Verbracken, who was to have been the instrument of his plot until she turned stool pigeon. Now she completely confused the issue once again by defending Roland, whom she had betrayed, against President Estimé, whom she had saved. But confusion was compounded when Colonel Roland came on the air immediately afterward, almost hysterical, babbling and stammering, to heap abuse on the capricious Miss Verbracken.

alone...
because
she doesn't know



MEN shy away from a girl who offends with unromantic perspiration odor! So stop it *before* it starts!

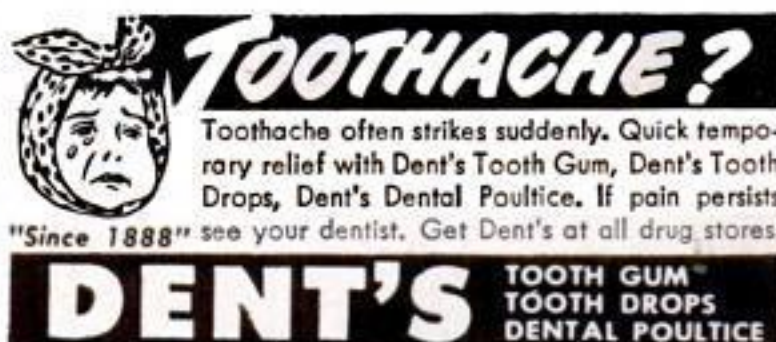
DRYAD actually stops the decaying action of bacteria... the *chief* cause of perspiration odor... *before* it starts!

TRY DRYAD—Jergens new kind of deodorant—today. Its *complete* deodorizing action keeps you sweet to love.

APPROVED by leading skin specialists. Harmless to clothes.

SMOOTH as face cream as long as it lasts. 10¢, 29¢, 59¢.

Dryad
stops perspiration odor
before it starts



CONTINUED ON PAGE 23

This new "Squeeze-Mix" Margarine package

TELLS YOU WHAT
FOOD WRAP IS BEST!

YOU'VE probably seen and used this new margarine packaging that permits you to mix in the coloring quickly and easily while the margarine is still sealed in a bag of transparent film.

This bag is **Pliofilm**. The fact that you can squeeze it, roll it, knead it without breaking the bag or causing leaks tells you that **Pliofilm** is the best of all wraps for protecting foods.

For **Pliofilm** is not only amazingly tough — *it is air-moisture-liquid-tight, too!* It seals in moisture content; keeps margarine, or any other food, fresher, sweeter, tastier.

That's why many leading food producers are now using this superior Goodyear packaging to wrap fruits and vegetables, cheese, cakes, coffee, meat loaf, pickles and even sea foods. It keeps them better, preserves quality.

Now you can buy **Pliofilm** in handy rolls for kitchen and refrigerator use. Once you've seen how much better it protects foods, you'll use it always. Sold at grocery, chain, novelty, hardware, drug and department stores. Goodyear, Pliofilm Dept., Akron 16, Ohio.



Pliofilm

3-way protection against
air, moisture, liquids



Look for the handy blue and
yellow box with cutter edge.

PLIOFILM KEEPS MOISTURE WHERE YOU WANT IT



PLIOFILM keeps pickles juicy,
tasty, sealed in their own brine.



PLIOFILM keeps peanuts fresh,
preserves flavor.

We think you'll like
"THE GREATEST STORY EVER TOLD"
Every Sunday—ABC Network

Pliofilm—T.M. The Goodyear Tire & Rubber Company

GOODYEAR PACKAGING FILM



GENERAL ELECTRIC LAMPS

"BRIGHTEN-UP TIME" IS HERE



1 Brighten-up with this new 4-lamp package!

It's "Brighten-Up Time" at General Electric lamp dealers everywhere—starring the handy, new 4-lamp package! Four 60 or 100-watt bulbs in one, neat carton that's easy to buy, carry and use. Get an armful now to brighten up your Winter-weary house!



2 Brighten-up with the right size bulb in the right socket!

Whether you want light for reading, eating or relaxing—for living room, kitchen, hall, bedroom, porch or garage—there's a right-size General Electric lamp to fill the bill. Ask your G-E dealer.



Richard Dickson

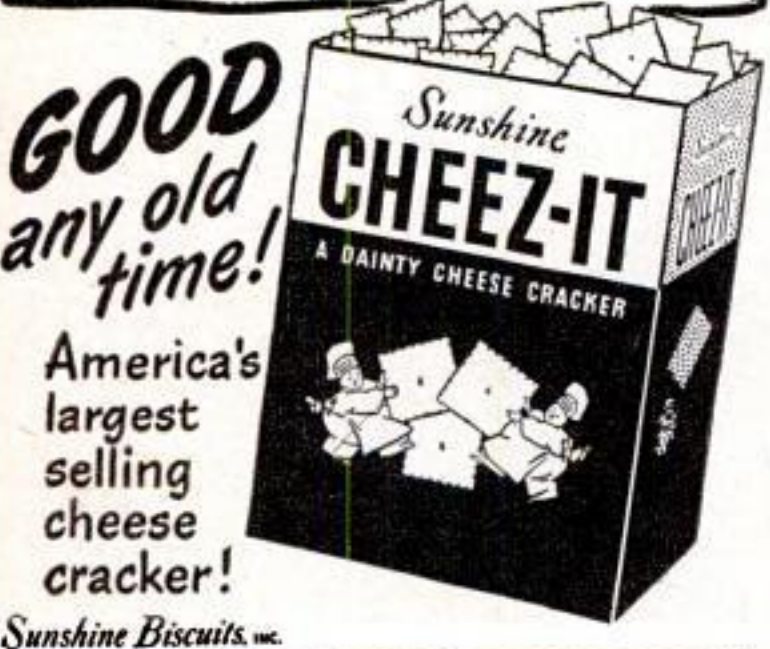
3 Brighten-up with these bright ideas!

Amazing what a few subtle changes in lighting can do for your home! It's easy to do—inexpensive too—when you know how. Here are dozens of ideas to make your home more inviting and comfortable with correct lighting. All in a brand new, easy-to-read book—"Your Sunshine Home in Lights." Sent free. Merely write to General Electric, Div. 166 LI, Nela Park, Cleveland 12, Ohio.



You can put your confidence in—

GENERAL  ELECTRIC



"Joanna Verbracken is lying," he cried. "She is a spy, a Haitian spy, a spy for Dumarsais Estimé. She has tracked me from place to place, eavesdropped on me, smiled at me in lounges. She is a Yugoslav spy, posing as a Belgian, and she has worked for the Haitian government. I liked her when I first met her, and we discussed our books together, but when I found out she was a filthy spy, I lost all consideration for her. She is not telling the truth."

This was a stunner. Why should Roland attack his former friend as a spy, when his best policy was to back up her tale of innocence? Interpretations were to be had by the thousands. The most popular was that Roland became so furious at her betrayal that he lost all control and attacked her publicly without considering his position.

The Haitian radio meanwhile fell silent. The Dominican radio waited for an answer and getting none, blared forth again. This last time Roland alone spoke, still a rebellious but a slightly chastened man. His threat to invade Haiti was apparently abandoned.

"This is not a fight between the Haitian people and the Dominican people," he said. "This is a duel of death between Dumarsais Estimé and myself. Dumarsais Estimé, I challenge you to meet me at the border. I offer you a rendezvous of honor. If you refuse, I spit in your face and ask you again. I shall force you to fight me. . . ."

It was plain that Roland was a defeated man. Shortly after, when 20,000 Haitian workers went on a one-day strike in protest against compulsory buying of bonds to finance Haiti's defense against Dominican invasion, Roland went on the air again. But his exhortations fell on deaf ears. In volatile Haiti it seemed likely that the whole incident might quickly be forgotten. Said one Haitian politician sarcastically, "If he sits tight and waits long enough, my forgetful countrymen might even elect him president in a few years."



JOANNA VERRACKEN posed as ethnologist while a spy in Haiti.

SALON-SAFE FOR "HARD-TO-WAVE" HAIR SALON-SMART FOR EVERY HEAD

"Problem" hair requires the kindest, safest, gentlest type of home permanent. And the Richard Hudnut Home Permanent is as *safe* for all textures and conditions of hair as science can possibly make it!

To make sure you get soft, natural-looking waves... real "salon-type" results, the new improved Richard Hudnut Home Permanent uses the same sort of preparations... even the same improved cold wave process found best for waving thousands of heads in the Richard Hudnut Fifth Avenue Salon!

No fear of harsh, frizzed ends, thanks to the gentler, *cream* waving lotion. No worry about being able to do a good job.

If you can roll your hair on curlers, you'll manage beautifully!

There isn't a lovelier, more luxurious, softer home wave for any head! Price, \$2.75; refill without rods, \$1.50. (Prices plus Tax.)



HERE'S WHY USERS PREFER HUDNUT!*

1. Gives you the wave you wish you were born with—soft, luxurious, natural-looking.
2. Quicker by far—saves ½ hour or more per permanent.
3. Easier, too! Special Hudnut pre-softening makes winding easier; ends less difficult!
4. Exactly the type curl you desire—tight or loose—but never a frizz on the ends!
5. Lasts longer—gives weeks more pleasure and prettiness!
6. Doesn't dry hair or split ends; includes Richard Hudnut Creme Rinse, wonderful for making hair lustrous, soft, more "easy to do."
7. More manageable—greater coiffure variety.

*As expressed by a cross-section of Hudnut Home Permanent users recently surveyed by an independent research organization.

Accepted for Advertising by the Journal of the American Medical Association.

New! Improved! Richard Hudnut Home Permanent



bubble bubble...light as a bubble

Jantzen nylon net

take three ounces
for a gay gay figure



...take this marvelous new Jantzen spring tonic to slim you, trim you, smooth you, soothe you...to give you more line, more verve, more freedom for living. It's a brand new super nylon net...thoroughly elasticized, quick-drying, light-as-a-breeze and wonderful-to-wear. You get it only in Jantzen girdles and panty-girdles...young, young numbers with or without panels, with marvelous Jantzen knitted tops, or the famous Jantzen lithe-boned Empire tops to make the ribs flat as a pancake...and all the panty-girdles have Jantzen-exclusive tabs for holding Kleenex tissues. Get one or a few before you're a day older...they come in white as well as nude...5.00 to 8.95...at most stores.

[®]
Jantzen

girdles
and panty-girdles
by the makers of
Jantzen swim suits

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LIFE'S COVER

Before Producer Hal Roach began making television films (pp. 95-98) last winter, he scoured Hollywood for the right girl to play a series of "dumb blonde" parts. One night in a Los Angeles restaurant he found her. She is Joy Lansing, 19—who appears on LIFE's cover—a green-eyed blonde of Salt Lake City who got most of her dramatic training in small parts in five M-G-M movies. She is now under a long-term television contract to Roach, who hopes her well-rounded good looks and engagingly sexy flair for slapstick comedy roles will make her one of television's leading light-headed characters.



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	133—UNDERWOOD & UNDERWOOD—W.W.
	134 THROUGH 137—N. R. FARMAN
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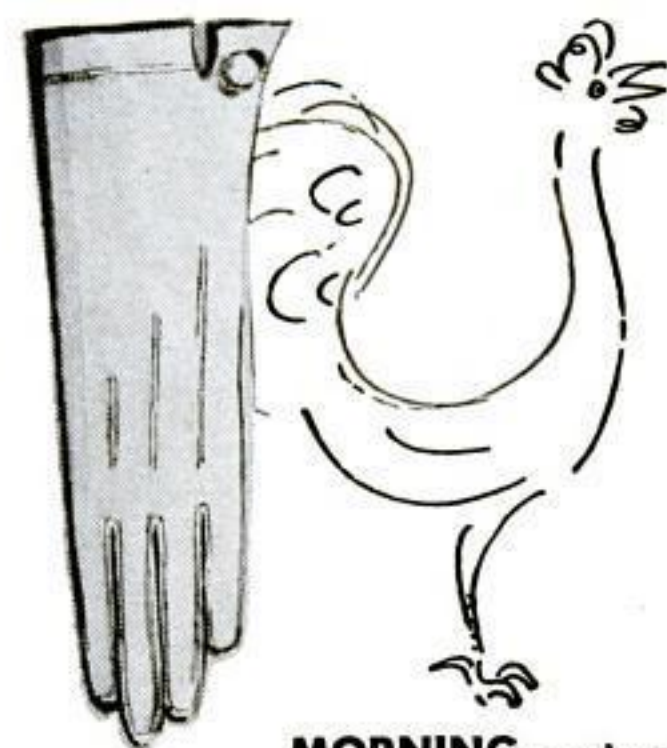
your clock-WISE wardrobe of gloves

—by Kayser—sees you around the clock, around the town! It's HIGH in fashion, LOW in price!

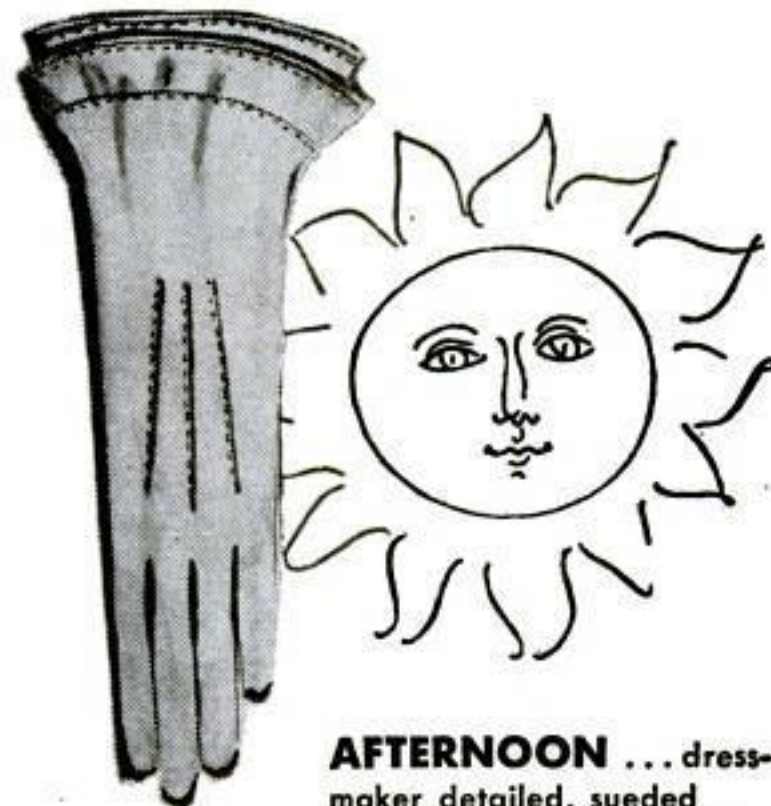
Not sketched . . . but equally indispensable are Kayser's sporty string knits and classic handsewn pull-ons of sueded double-woven cotton.



COCKTAIL TIME
... bow trim shortie,
rayon, 1.50



MORNING ... pique
sewn shortie, double-
woven cotton, 2.00



AFTERNOON ... dress-
maker detailed, sueded
double-woven cotton, 2.00



EVENING ... short and
chic—lace back, nylon mesh
palm, 2.00

you owe it to your audience

—wear **KAYSER**

HOSIERY • GLOVES • UNDERTHINGS

Anniversary present for *Mrs. Brenton Robert Nelson... an*

Elgin

"SO BEAUTIFULLY STYLED," says

*Mrs. Nelson. "I'm certainly
proud of my Anniversary Elgin."*

"THAT DURAPOWER MAINSPRING

*is a definite promise of continuing
accuracy,"* says Mr. Nelson.



*The Lady Elgin helped mark the
sixth wedding anniversary for
lovely Natalie Loomis Nelson of
Sherman Oaks, California.*

Styled by Henslee




Lord Elgin and Lady Elgin
21 JEWELS 19 JEWELS

Lord and Lady Elgins are
priced from \$67.50 to
\$5,000. Elgin De Luxe from
\$47.50 to \$67.50. Other
Elgins as low as \$29.75
including the Federal Tax.
*The genius of America
to wear on your wrist*

THE
*DuraPower
Mainspring*
ELIMINATES 99% OF ALL
REPAIRS DUE TO STEEL
MAINSRING FAILURES!

Memories marked with the gift of an Elgin Watch *stay* bright. Think of this beautiful watch whenever there is a time for remembering—birthdays, graduations, anniversaries.

The new Elgins are each an original style creation. And each has the DuraPower Mainspring which eliminates 99% of watch repairs due to steel mainspring failures. No other watch in the world has this remarkable aid to *permanent* timekeeping accuracy. It's an outstanding example of America's creative and productive genius. At your jeweler's, see the new Elgins with the DuraPower symbol  on the dial. The one you love will be *happier* with an Elgin Watch.

Only an **ELGIN** *has the DuraPower Mainspring*

*Patent pending. Made of "Elgiloy" metal

\$21 MILLION HOTEL OPENS

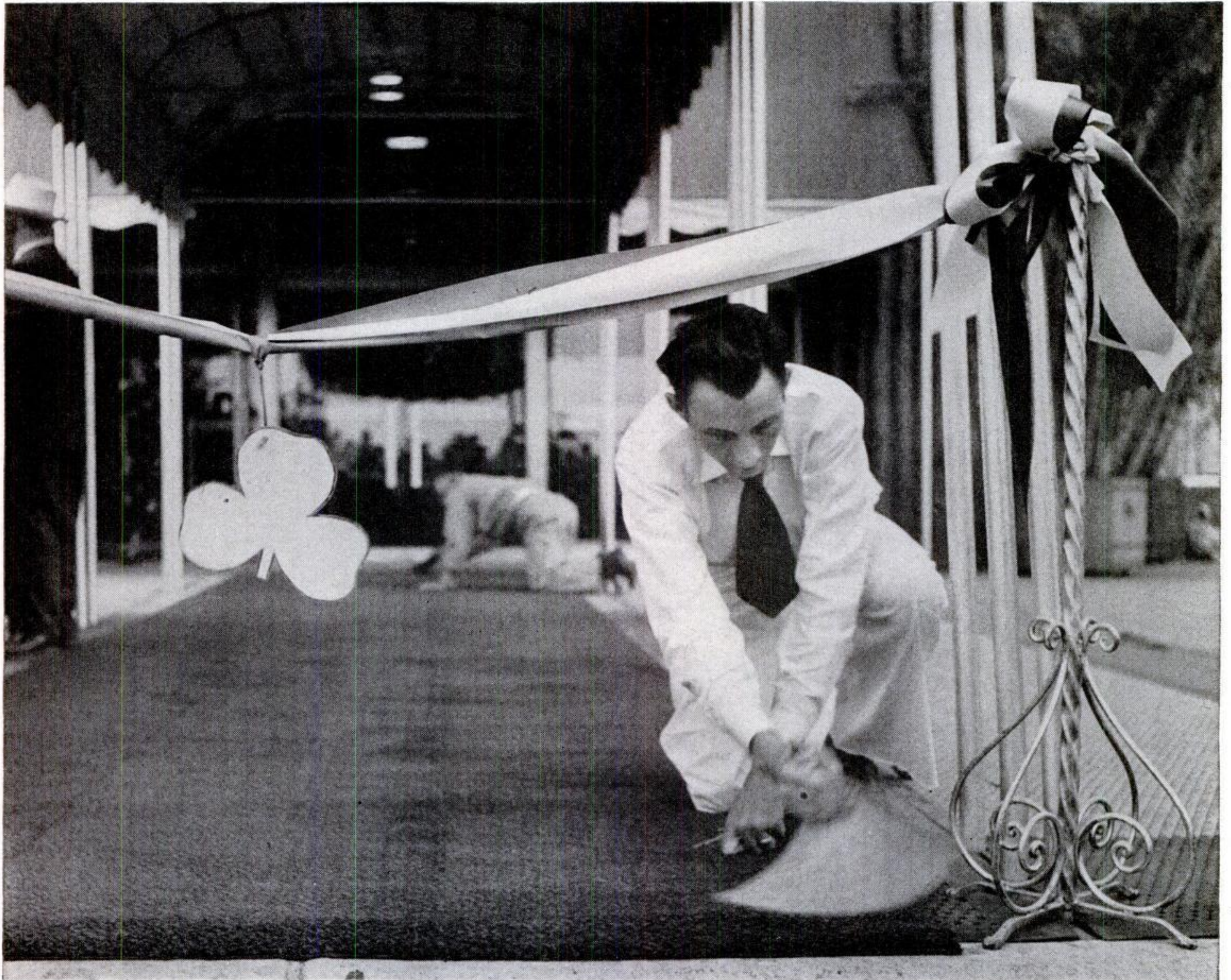
The booming city of Houston (LIFE, Oct. 21, 1946), although accustomed to wealth and a certain amount of display, hadn't seen anything until last week when Oilman Glenn McCarthy unveiled his brand-new, \$21 million hotel, named the Shamrock in honor of the land his grandparents came from. McCarthy (*right*), who rose from laborer's son to wildcatter to multimillionaire businessman, is proud of Houston, the state of Texas and himself—and he spared no expense to do right by all three. He put up one of the most lavish buildings the hotel business has ever seen. (In a competition among plumbing manufacturers to design the toilets, the winner was a man who said, "We didn't even consider the cost.") He imported his

manager from New York's Waldorf-Astoria and gave him a high-priced staff of 1,200. So expensive was the Shamrock to build and operate that its rooms, which rent for \$6 to \$45 a day, will have to be 82% occupied just to break even financially.

For the opening ceremonies McCarthy rented the Super Chief to bring in a trainload of Hollywood celebrities, had 2,500 shamrocks flown in from Ireland and tossed a \$42-a-plate dinner at which the entertainment included a broadcast of the Dorothy Lamour radio show. Visitors gawked at the lush surroundings and themselves put on the most dazzling exhibition of evening dress and big names ever seen in Texas. Everybody had to concede that it was quite a party and quite a hotel.



OWNER MCCARTHY STANDS BY PORTRAIT IN LOBBY



JUST BEFORE RIBBON AT ENTRANCE IS CUT, HOTEL WORKERS GET DOWN ON THEIR HANDS AND KNEES TO SWEEP THE LAST TINY FLECKS OF DUST OFF RED CARPET



18 FLOORS HIGH, the Shamrock rises from flat Texas prairie 4 miles from Houston's business center. Its plot

will soon be completely landscaped and a big theater will go up alongside to help complete "McCarthy Center."



IN EMERALD ROOM, which can hold 1,000 diners or 1,500 dancers, McCarthy is visited by a rival Texas Ty-

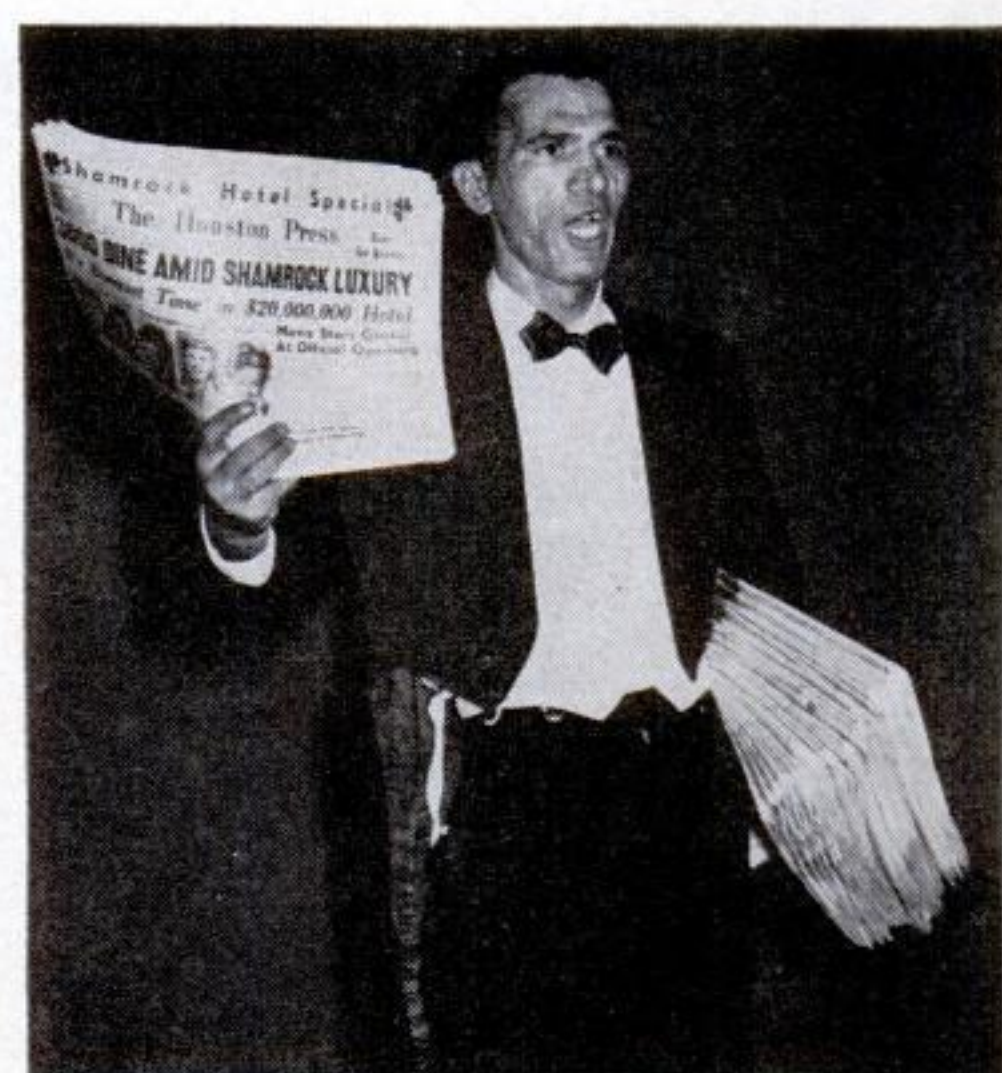
coon Jesse Jones (right). Below: fan-shaped swimming pool, with seven racing lanes, stretches behind the hotel.



A RUBBER COMPANY GETS INTO THE ACT WITH NEWS

IT HAS A POOL, MURALS

In a state whose hotels have never gone in for luxury (or service either, according to some jaundiced travelers) the Shamrock sticks out like a healthy thumb. Guests arriving last week found that they could drive their automobiles right into the 1,000-car garage, order their tanks refilled with any of four brands of gasoline including McCarthy's own and take a noiseless elevator to a lobby as big as a basketball court and much better furnished. The public meeting places like the Emerald Room (left) were dripping with murals and indirect lighting, and the furnishings were in a startling style called "international modern." Every room was individually air-conditioned and wired for four radio stations and Muzak as well as for television. The sofas turned out at night to be full-length double beds measuring 6 feet 6 inches from top to bottom and the bath towels seemed to justify the hotel's proud boast that they were the biggest in the world. Just outside was a 165-foot-long swimming pool fed by the Shamrock's own wells, and hidden away were such refinements as a 100,000-pound-a-week laundry and a refrigerated garbage room. The original draft of the hotel's original announcement of this room said it was designed to "retard the develop-



NEWSBOY from Houston Press dresses to suit the occasion as he hawks his papers at opening-night festivities.

AS AIRFOAM BY GOODYEAR

ON ITS CONTRIBUTION TO THE SHAMROCK'S LUXURY

AND ICE-COLD GARBAGE

ment of odors." This was later delicately reworded to read "prevent decay."

All this was 41-year-old Glenn McCarthy's bid for the post of Houston's No. 1 citizen, which has been held for a long time by Jesse Jones. McCarthy, a rough-and-tumble character who pressed pants, drove rivets and ran a filling station before he hit his first oil well, has never quite had the social position that his wealth justifies. He owns nine companies, including newspapers, radio and movies, and is said to have at least \$100 million worth of oil underground. But he is barred from several Texas clubs which have found that he works, drinks and brawls with equal vigor. Some people resent his keeping a life-size color picture of himself in his office, and he is currently being sued by a radio announcer who claims McCarthy beat him up at a Christmas party.

Some skeptical Houstonians were predicting last week, not altogether sorrowfully, that McCarthy had finally overextended himself by opening such a high-priced hotel in times like these, and that Uncle Jesse Jones would be around some day to buy it up at 10¢ on the dollar. But McCarthy has boundless faith in himself and Houston—and so much money that \$21 million is hardly worth losing any sleep over.



MODERNISTIC DIVING BOARD does not actually require support being given here by Comedian Edgar Ber-

gen. On the board from left are Andy Devine, Dorothy Lamour, Robert Paige, Virginia Grey, Walter Brennan.



BATH TOWEL, in 52x30 size which Shamrock says is largest used in any hotel, covers Starlet Selene Walters.



TREE OF ORCHIDS decorates lobby opening night. It was soon stripped of \$1,250 worth of flowers by guests.



GARBAGE is trundled into a deep freeze room designed to prevent it from being offensive until it is hauled away.

EVERYBODY WHO IS ANYBODY GOES TO THE SHAMROCK'S COMING-OUT PARTY



ARCHITECT Frank Lloyd Wright (*left*) takes tour through hotel. His verdict: "It's tragic—an imitation Rockefeller Center."



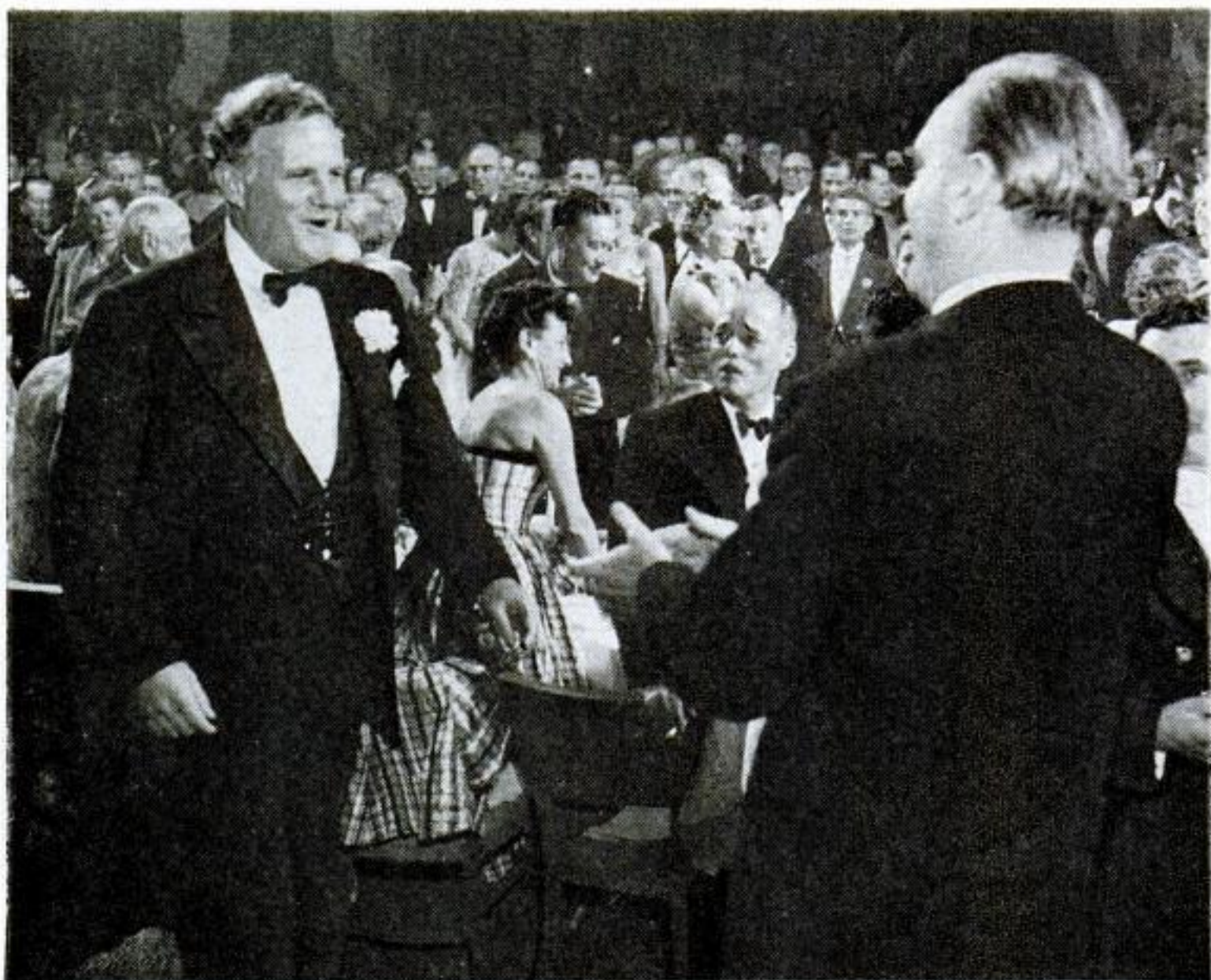
MOVIE STAR Pat O'Brien, old friend of McCarthy's, recuperates from festivities with morning facial in barber shop.



MRS. MCCARTHY (*right*) chats with Ginger Rogers at banquet. The McCartys married in 1930, have five children.



WEARY DINERS finally get their Blue Ribbon steak à la Shamrock. Some guests waited three hours because of crowding.



TEXAS GOVERNOR Beauford Jester (*left*) radiates his famous charm as he greets Pat O'Brien at banquet. Houston Mayor Oscar Holcombe was less happy—somebody stole his seat and he waited outside the room for an hour until McCarthy rescued him.



RADIO ACTOR Ed Gardner pours champagne for hotel's program director during the Dorothy Lamour broadcast, on which he was guest star. The crowded dining room got so noisy that network cut program off and at finish Miss Lamour fled in tears.



TEXAS OILMAN Sid Richardson starts a kiss toward niece, Nancy Ann Smith of Dallas, as he greets her in Shamrock lobby.



PRESS AGENT Johnny Meyers (*left*), of famed expense accounts in the Hughes probe, does not have to pick up the check.



COWBOY ACTOR Don ("Red") Barry gallantly sips from slipper of Oil Heiress Ann Justice, who hails from Beaumont.



MERCHANT Ed Fisher, a part owner of hotel fur shop, waves good arm after breaking other by tripping over a wire in crowd.



AN OILMAN'S WIFE, RESPLENDENT
IN WHITE GOWN AND WHITE FOXES,
WAVES GOODBY TO THE BIG PARTY

WELCOME TO CHURCHILL

HE EMBODIES THE IDEAL OF LIBERAL AND CREATIVE MAN

This week Winston Churchill, leader of His Britannic Majesty's loyal opposition, is appearing on these shores for a brief visit. Americans will, of course, be glad to catch another glimpse of the man who held the pass in the touch-and-go days of 1940 and after. Americans will be glad to receive Churchill as the champion of Western civilization in its hour of supreme crisis.

Churchill comes to the U.S. this time at the very moment when the fruits of his more recent examples of foresight are slowly ripening to maturity. Three years ago at Fulton, Mo. he warned us of the great trouble we would shortly be having with the Communist drive for expansion in Europe and throughout the world. Last spring in The Hague he spoke eloquently for the cause of a United Europe. The North Atlantic Pact and Europe's increasing efforts to achieve unity in the face of the Soviet threat are tangible evidence that the Western world has chosen to follow Churchill's leadership in the greatest of its affairs. No doubt he will have something important to say to us on the occasion of his present visit. But for that we must wait.

He Takes His Lumps

Meanwhile Americans are also interested in Churchill, the leader of a political party which is contending for power in Britain. How has he been doing at home as head man of the Conservatives? The answer is: Not too well. He has been making speeches for Tory candidates in the by-elections and watching his younger protégés go down to defeat. As a politician he has been taking his lumps.

The drift in England, as in Europe and the world generally, is away from Churchill. Socialism, the Welfare State, the Insurance State—by whatever term you call it the tide is running strongly toward a constricted social system that could hardly appeal to a man who began life in the great liberal tradition. Churchill, they say, is politically *démodé*.

But is he? England at the moment is supporting the austerity program, the controls and the repressions, of Sir Stafford Cripps. In doing this she may be bowing to an inexorable political necessity of the moment. But even as Britain accepts the rigors of planned exports and planned dollar conservation, with all that they imply in the "planning" of the individual movements of men, an old English socialist voice speaks up in doubt. The voice of skepticism is that of Bertrand Russell, aged 76, who was an ardent socialist before most of us were born. In his Reith Lectures, delivered over the British Broadcasting system on six successive Sundays, Russell has vigorously attacked the "organized boredom" of life under modern organization.

Bertrand Russell has not renounced socialism. He is not against security; he is merely against making a fetish of it. "If life is to be saved from boredom relieved only by disaster," he says, "means must be found of restoring individual initiative not only in things that are trivial but in the things that really matter." Russell is as hazy as most socialists on

ways and means of promoting initiative in a state-controlled economy, but his words are clear when he insists that ethics is "not concerned solely with duty to my neighbor." "The performance of public duty is not the whole of what makes a good life," Russell continues, "there is also the pursuit of private excellence. . . . It is dangerous to allow politics and social duty to dominate too completely our conception of what constitutes individual excellence."

"Private Excellence"

In making his spirited defense of individual initiative and "private excellence" Bertrand Russell probably had no thought of Churchill in his mind. But who is he talking about if not the Churchillian type of Western Man? Churchill is important as a politician even in defeat, but he has a symbolic significance these days that transcends politics.

He symbolizes, for one thing, the truth that Western civilization cannot save itself by giving up the pursuit of excellence in exchange for the false promises of a "safe" mediocrity. For the pursuit of excellence there is required, as Bertrand Russell has argued, plenty of freedom under law. There is also required a spirit of adventure and emulation.

No man has given himself more to public duty than has Winston Churchill. No man has performed more courageously the prophetic office. Long years ago he advocated social-security measures. In the '30s, as now, his was the clearest vision of the dangers that threatened Christendom.

Yet his prescription for victory over our difficulties (whether at home or abroad) is still faith in the power of free men—that is to say, of men coerced as little as possible but inspired as much as possible to live and work energetically and creatively. Churchill's faith is in communities in which men are bound together mainly by spiritual ties, and otherwise only by liberal constitutions for their mutual aid and protection.

Of this ideal of the liberal and creative man striving to function in liberal society Churchill continues to be the most exemplary embodiment. During the past year, as readers of LIFE are aware, Churchill wrote some of the most important memoirs of the war years. The memoirs were, naturally enough, done in his finest prose—a full-bodied English style that owes much to the spacious rhythms of the 18th Century, something to the King James Bible and the Book of Common Prayer and not a little to the spiritual certainties which still dominated the gentlemen of England in Edwardian times. This record of how England responded in crisis will provide an emulative example for generations to come. But the important thing to remember is that Churchill was himself the greatest symbol of the British response to danger. Without his leadership others would no doubt have fought just as courageously. But they would have fought in the dark. England needed Churchill's words, his magnificent sense of history, to achieve the unity and direction which he tells about in his book. Without his

galvanic speeches England might have been years longer in wriggling free of that "German Europe" which cupped it in a vast semicircle reaching from Brest on the Atlantic to the North Cape in the Norwegian Arctic.

No nay-sayer, Churchill has given full vent to his hobbies during 1948-49. He has continued to lay bricks at Chartwell, his country home in Kent. He has painted on the Riviera and elsewhere—and he is bringing his brushes and oils to the U.S. in the hope of doing some new canvases on his few American weekends. Three days before his 74th birthday he rode for two hours in a fox hunt, a square-crowned Russell hat on his head, a huge cigar in his mouth. He saw his book on the art of painting ("audacity is the only ticket") republished in London. He even found time for a new hobby—Leica color photography under the tutelage of his professorial friend, Lord Cherwell.

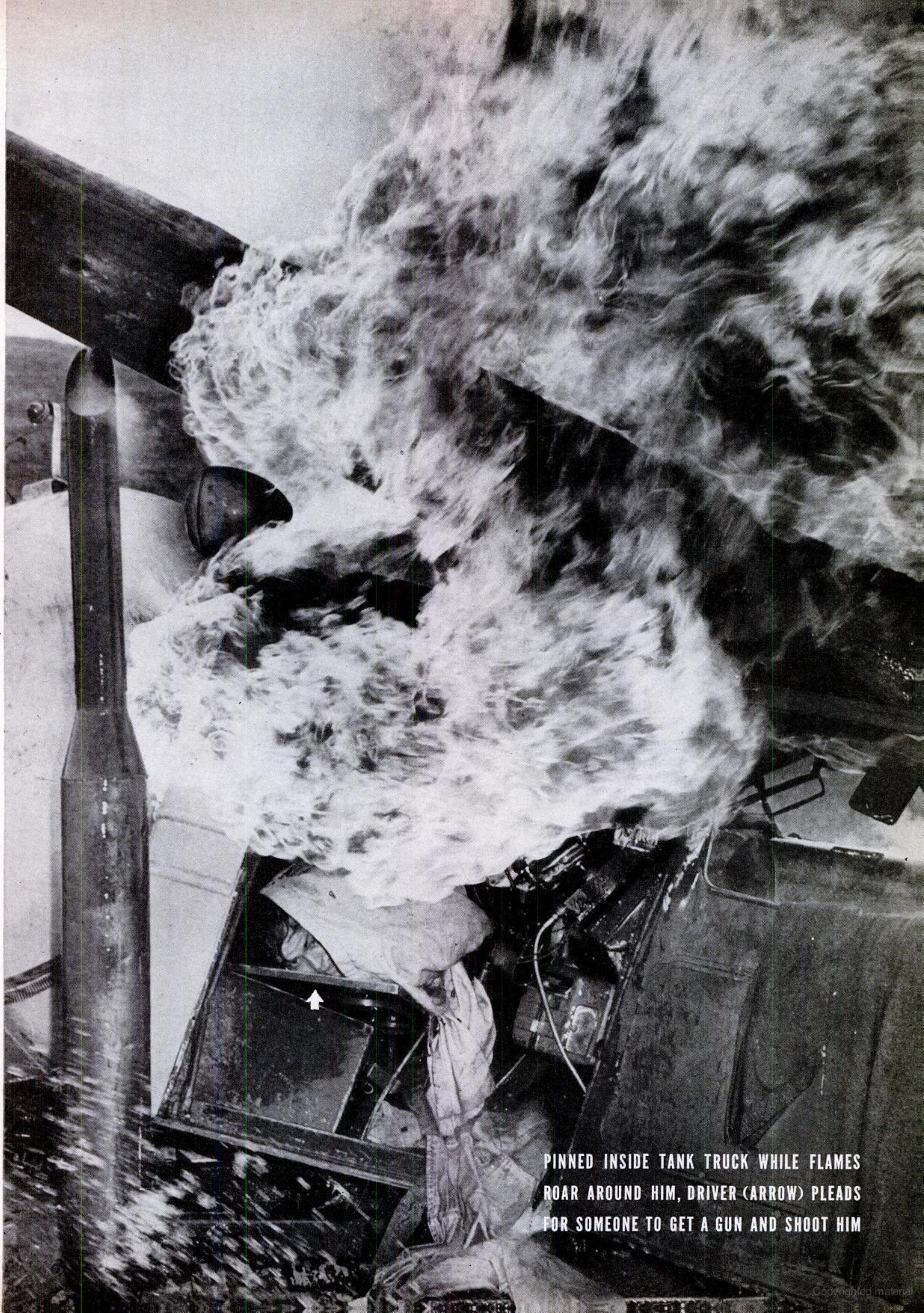
The Spontaneous Man

One of Bertrand Russell's complaints about life in modern England is that preoccupation with the morrow has resulted in a loss of savor in the present. "Everything is organized," says Russell, "nothing is spontaneous." But what could be more engagingly spontaneous than Churchill riding a jeep around his acres in Kent? The important thing about his spontaneity is that it is never achieved by skimping the needs of the morrow. He paints at Chartwell, then he rushes to London to make a major speech in Parliament. He potters with his bricks, then he uses up five secretaries in dictating a few thousand words of his history at a stretch. The spontaneity refreshes him for his organized work, which in turn is made original by the flourishes made possible by a happy faculty for contemplation in relaxed hours.

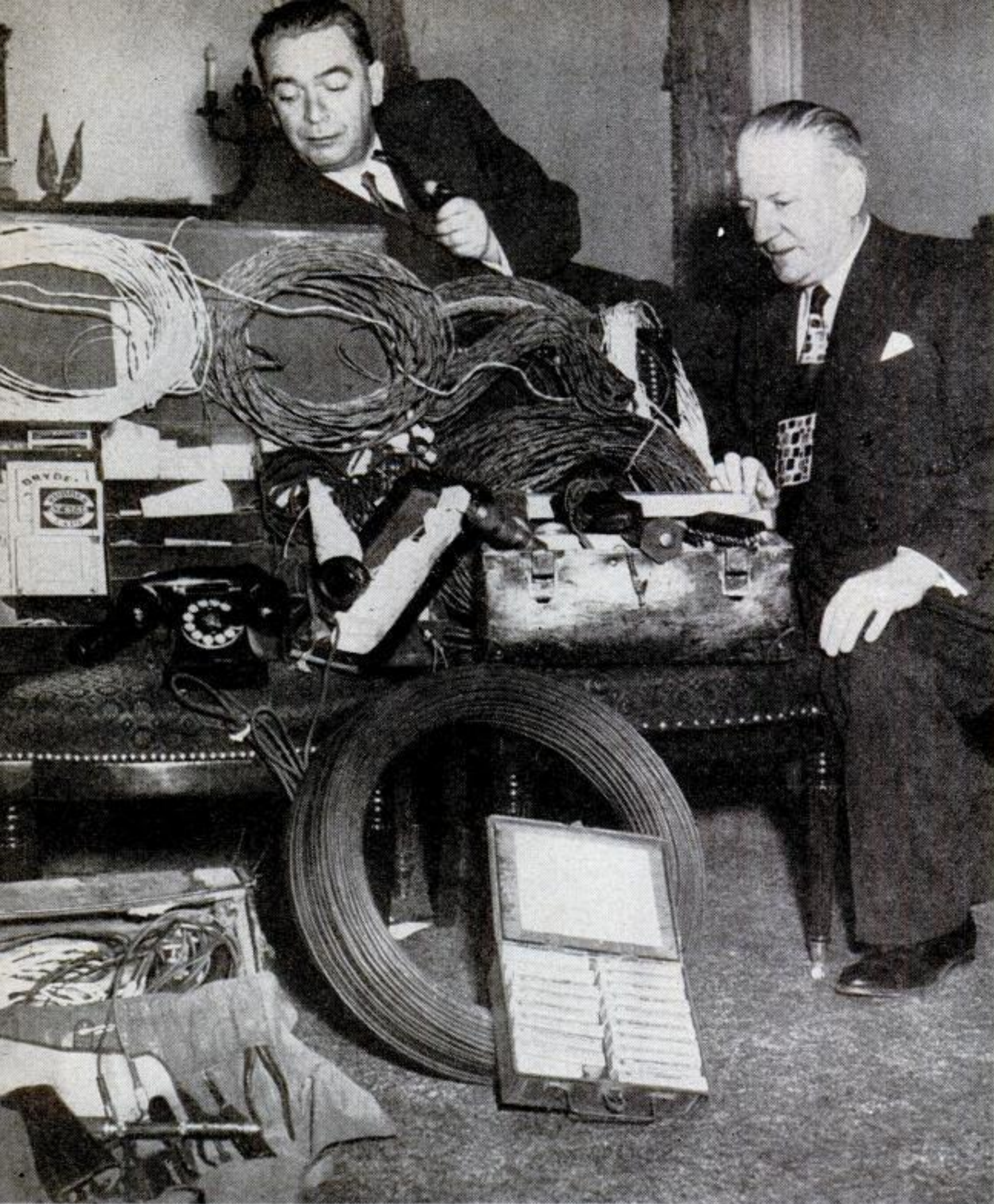
Churchill's protean spontaneity, his mixture of public and private excellence is obviously the answer to Bertrand Russell's prayers. If oldtime socialists are beginning to ask for the Churchillian virtues, then Mr. Churchill's politics cannot be eternally *démodé*. Churchill may never again come to power, but every day of his life has a superlative importance as a connecting link between the great inheritance of Western civilization and its survival and revival in the long future.

PICTURE OF THE WEEK: ➔

Highballing a load of highly inflammable isobutane gasoline along a California road last week, Bill Cox tried to pass a car. But another one was coming toward him. To avoid a collision Cox sent his two-tank rig off the highway. In the crash he was pinned by the ankle in his cab. Then the isobutane caught fire. While rescuers worked, firemen covered him with an asbestos blanket and played a stream of water on him to keep him alive. But the water, which was brought up by tank trucks, gave out, and for eight agonizing minutes, while Cox almost roasted to death, he pleaded to be shot (*opposite*). Finally more water arrived, a farmer backed a tractor into the protective shower and yanked Cox to safety.



PINNED INSIDE TANK TRUCK WHILE FLAMES
ROAR AROUND HIM, DRIVER (ARROW) PLEADS
FOR SOMEONE TO GET A GUN AND SHOOT HIM



WIRE-TAPPING MYSTERY

New York's Mayor O'Dwyer says enemies spied on him; they say his charges are attempt to cover up city graft

In New York City, which holds an election for mayor next November, the precampaign calm has been shattered in recent weeks by a 44-year-old millionaire named Clendenin J. Ryan. Ryan, who used to be a political lieutenant of the late Fusion Mayor Fiorello La Guardia, doesn't like the way the present mayor, William O'Dwyer, has been running the city—and he has put \$500,000 into a new fusion movement to see if he can do something about it. He has also been tacking charges on the door of City Hall (*below, left*) and referring contemptuously to the mayor as "Costellodwyer"—this as a way of charging that the fabulous Frank Costello (*opposite*) is the real boss of New York. Last week Mayor O'Dwyer struck a telling blow in return. His police department arrested an ex-city detective named Kenneth Ryan and accused him of tapping city officials' phones. In Kenneth Ryan's house, they reported, they found \$10,000 worth of phone-tapping equipment (*left*). According to the police, Ryan admitted that he had been hired by one John G. Broady, who happens to have been hired for a long time by Clendenin Ryan. Both Broady and Clendenin Ryan denied knowing anything about wire tapping—except for being pretty sure that Ryan's own phone was tapped by the police—but they were quickly called in to testify before a grand jury. All this added up to such a hilarious cloak-and-dagger story that one New York newspaper had a reporter tap all the phones in Brooklyn's Borough Hall just for fun (*bottom, right*) and a minor city administrator took to answering his phone with, "Hello, everybody." But all this jesting aside, it looked as if O'Dwyer had won the first round. Because of recent scandals in the pier and fire departments, this had looked like a good time for somebody to make hay against the administration. But last week's comic opera publicity would be hard for any fusion movement to overcome.

THE MAYOR AND HIS COMMISSIONER OF POLICE EXAMINE WIRE-TAPPING DEVICES



CHALLENGE TO MAYOR is posted on City Hall by Clendenin Ryan, head of fusion. It is an old grand-jury report criticizing O'Dwyer as district attorney in 1945.



EX-TREASURY AGENT Edward M. Jones, picked up in wire tapping, leaves City Hall following questioning. Police said he made an "incredible confession."



EX-DETECTIVE Kenneth E. Ryan (*left*), once tapping expert of New York police, is taken to City Hall for questioning. For what happened, see next picture.



ALL THAT'S LEFT of Kenneth Ryan a few minutes later is his hat and coat. He excused himself to go to toilet, jumped out a window and beat it down City Hall steps.



OVER WEEKEND Clendenin Ryan relaxes on his New Jersey farm in full view of reporters and state police to show he is not in touch with the missing Kenneth Ryan.



INVESTIGATOR for fusion, a former assistant state attorney general, John G. Broady, ducks into a phone booth after being served with subpoena by the city.



MAYOR AND GUARD Charles Stoffers (*right*), "busted" from detective last week when he was caught at "mysterious" phone call, leave City Hall in happier days.



LOOK WHO'S TAPPING now! It's reporter Edward O'Neill of *Daily News*, who gets into Brooklyn Borough Hall terminal box by posing as a telephone repairman.



MYSTERY MAN of New York politics—Frank Costello, who is reputed to have grown rich and powerful out of bootlegging and gambling industries—calmly puffs a cigaret in a downtown office building, unconcerned by Clendenin Ryan's charges or by other accusations last week of gambling activities in California and Miami. Of the Ryan charges

Costello said, "A resident of a quiet, orderly New Jersey town—finding life dull—sought escape from boredom in the exciting sphere of New York politics. He . . . used me as a whipping boy . . . charging that I was intimate with the mayor and secretly gave orders. . . . The truth is that I have so little influence that I can't square a traffic ticket."



TALLULAH THE ACTRESS plays a languid role in *Foolish Notion*. She is currently the star of a revival production of *Private Lives*, now in its sixth month on Broadway.



GRANDMOTHER BANKHEAD, an early Tallulah, was the wife of a Senator and mother of Speaker William Bankhead.



TALLULAH THE INDIAN was Cherokee who according to legend leaped over a cliff after her condemned white lover.

TALLULAH THE ACTRESS

Miss Bankhead claims use of her first name in singing

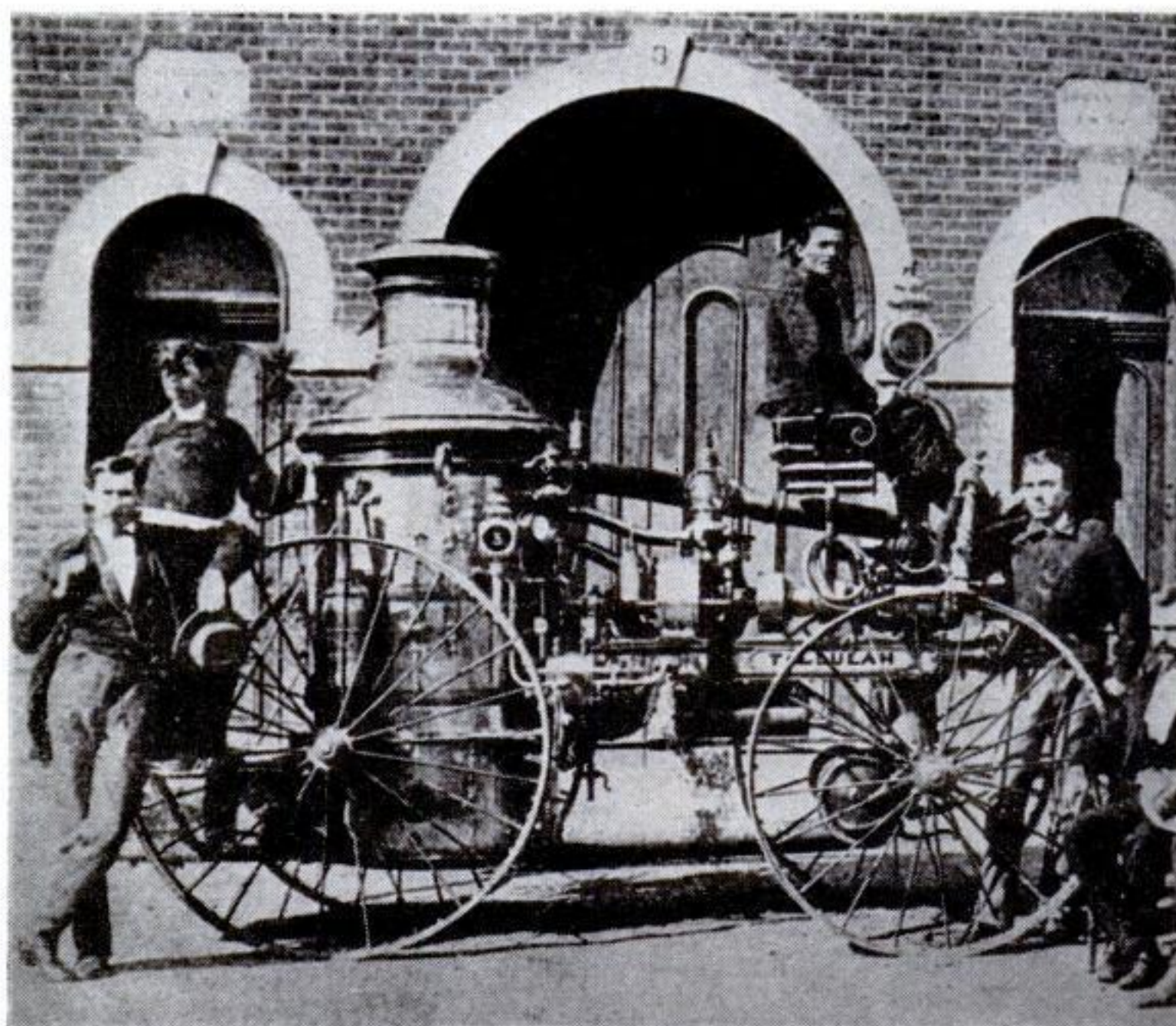
On Feb. 24 Actress Tallulah Bankhead instituted a lawsuit against the Procter & Gamble Company, the Columbia Broadcasting System, the National Broadcasting Company and Benton & Bowles, an advertising agency. The tone of Tallulah's complaint indicated that the defendants had used her with the utmost barbarity. "Plaintiff," said the complaint, "has been greatly distressed and humiliated . . . exposed to public ridicule and contempt . . . greatly injured in her reputation and has otherwise suffered great injury." Tallulah wanted one million dollars to soothe her injured feelings and relieve her great distress.

The reason for Tallulah's legal step was a singing radio commercial which advertised Prell, a shampoo made by Procter & Gamble. The jingle, written by Benton & Bowles's Len Mackenzie (*above, right*) goes, "I'm Tallulah the tube of Prell—And I've got a little something to tell—Your hair can be radiant, oh, so easy—All you've got to do is take me home and squeeze me."

To the press Tallulah growled that her name is unique, that she resents being identified with a tube and that she abhors the jingle's suggestion that she be taken home and squeezed. One reporter was so impressed with Miss Bankhead's claim of exclusivity in her first name that he wrote, ". . . when her father, the



TALLULAH THE GORGE, 3 miles long, possibly named from an Indian legend, was cut in rock in Georgia by the Tallulah River, now diverted for a hydroelectric project.



TALLULAH THE FIRE ENGINE, a hand-drawn machine, was the painted pride of a company of socialite volunteers in Atlanta, Ga. when this picture was taken in 1864.



SINGER FRAN BARBER recorded jingle for Benton & Bowles, here delivers the "take me home and squeeze me" line.



AUTHOR LEN MACKENZIE, in addition to *Tallulah*, wrote hits like *Chiquita Banana*, *Maisie the Raisin*, *Jake the Flake*.

VS. "TALLULAH THE TUBE"

commercial for a shampoo holds her up to ridicule

late Speaker of the House, gave her the name from a waterfall near their Alabama home, it was the first time it was used for such a purpose." Actually Tallulah was named in honor of her grandmother (*above, left*), who was named for a Georgia waterfall, which was named by Cherokee Indians, in whose language the word may mean "terrible." It also turned out that the name is not unique, having been borne for generations by many people.

Author Mackenzie maintains that he was not thinking of Miss Bankhead at all while he worked on "Tallulah the Tube." His first version was "Ruby the Tube," since he felt that he needed matching "oo" sounds. However this was rejected by his bosses because Prell is not the color of a ruby, but green. Thereupon Mackenzie sacrificed his "oos" and switched to "Tessie the Tube." But on the suggestion of a colleague that he could do still better, he cast Tessie aside and worked until he found what he thought was the perfect name. The jingle did not have as many "oo" sounds as the song called *I'll Take Tallulah* ("No one doing the hula can do what Tallulah can do to me"), from M-G-M's 1941 film *Ship Ahoy*, but Len Mackenzie thought it was fine, and so did NBC, CBS, Procter & Gamble and Benton & Bowles, until Tallulah lowered the boom.



"TALLULAH THE TUBE" is identified with her in radio listeners' minds according to Miss Bankhead. Above is a caricature constructed with the aid of paper and yarn.



TALLULAH THE HOUND, a registered bitch owned by Ann Duncan of Staatsburg, N.Y., was so named because the Duncans thought its eyes looked like Miss Bankhead's.



TALLULAH THE HOUSEMAID, 64-year-old Tallulah Jackson from White Plains, N.Y., bears the same name as her great-grandmother, an Indian who lived in Georgia.



SPONSORS OF THE TREATY who prepared final draft were U.S. Secretary of State Dean Acheson (center) and the ambassadors from the seven other signatories.

Left to right: Luxembourg's Le Gallais, Holland's van Kleffens, Belgium's Silvercruys, Norway's Morgenstierne, France's Bonnet, Canada's Wrong and Britain's Franks.

THE ATLANTIC NATIONS UNITE FOR DEFENSE

Last week, in concert with Canada and six nations of Western Europe, the U.S. published the text of a treaty which represents the greatest formal shift in U.S. policy—and American thinking—since the promulgation in 1823 of the Monroe Doctrine. The North Atlantic treaty binds its signatories, in event of "armed attack against one or more of them," to "assist the party or parties so

attacked by taking forthwith, individually and in concert with the other parties, such action as it deems necessary, including the use of armed force, to restore and maintain the security of the North Atlantic area. . . ." By this phrasing the treaty, which is still to be debated and ratified, leaves to the U.S. Congress its sole right to declare war. But, in ratifying it, the Senate accepts in advance the

obligation to go to war in event of a major act of aggression. Riotous Italian Communists (*below*) reflected the intensity of Soviet concern at this new evidence of Western determination. In contrast to 1939 when Hitler could be certain that the U.S. would not immediately oppose him, the leaders of Soviet Russia now confront the certainty that the U.S. must act at once to meet aggression.

COMMUNIST REACTION to Atlantic Pact was sharpest in Rome, where Reds provoked riots outside parliament building while their leaders filibustered inside in

an effort to prevent Italy from joining in the treaty. Police clubs suppressed riots and Chamber of Deputies finally voted 342-170 to request membership in Atlantic group.



A HEFTY SOUP IS THIS SCOTCH BROTH
OF Campbell's



Try this delicious soup
of meat and vegetables

These days, with food budgets such a headache, families everywhere are welcoming this "meat-and-vegetable" soup. For Campbell's Scotch Broth, they discover, is a thick soup—every hearty spoonful of it. Into its deep-brewed, sustaining stock go a variety of garden vegetables . . . a generous measure of stick-to-the-ribs barley . . . and lots of tender pieces of mutton.

This is the meat-and-vegetable soup of Scotland. It's rugged fare indeed—Highland-hearty. As it comes from Campbell's Kitchens it's both hearty and delicious—a soup to the taste of Americans. Have you tried it?



Here's a dish of good things made;
It's Scotch as Highland heather;
You're bound to find this hearty soup
A treat in any weather!



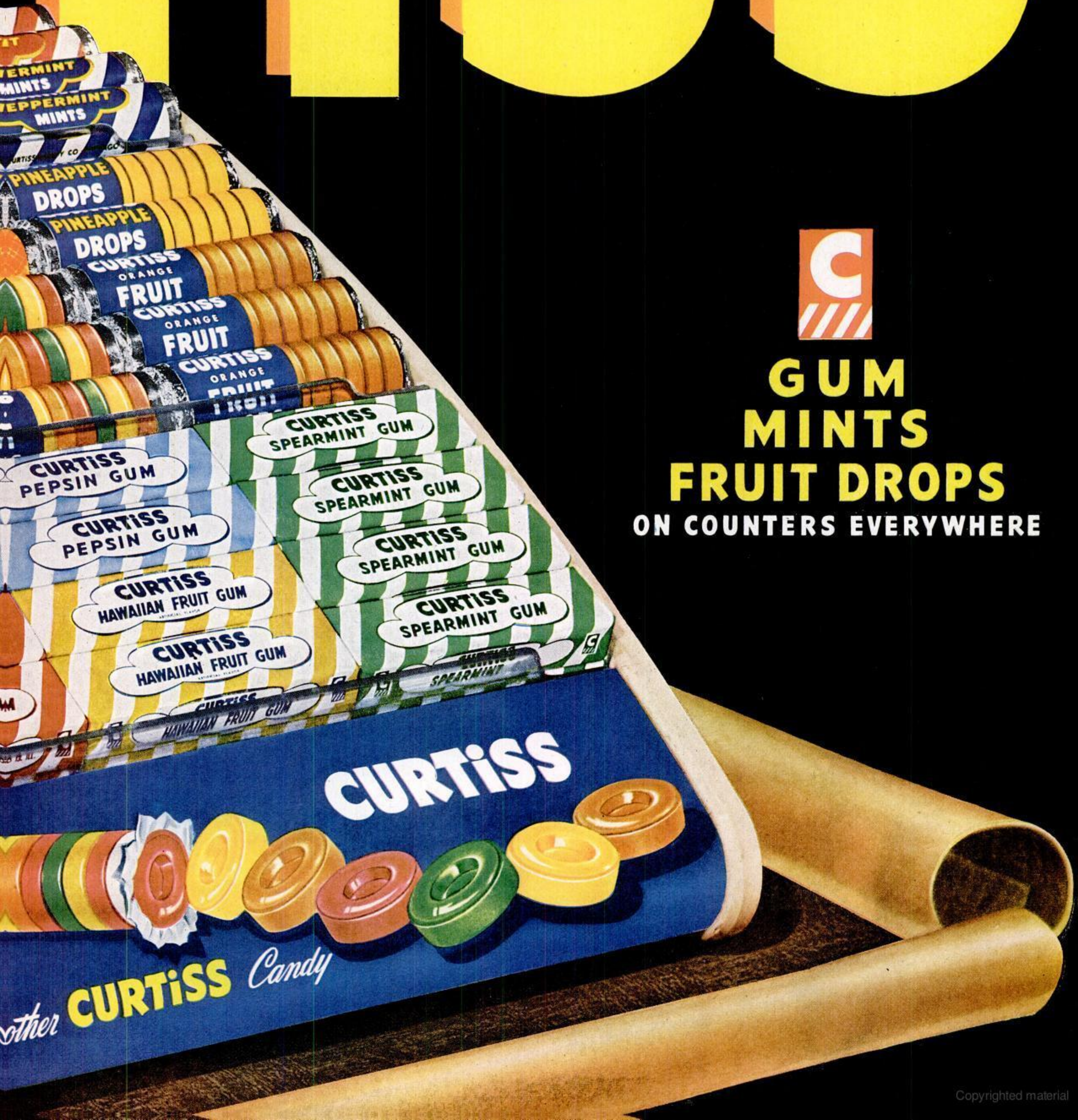
Campbell's SCOTCH BROTH
LOOK FOR THE RED-AND-WHITE LABEL

CUR



BY THE
Makers of
Baby Ruth
and
Butterfinger
Candy Bars

CurTiSS



**GUM
MINTS
FRUIT DROPS**
ON COUNTERS EVERYWHERE

Other **CURTiSS** Candy



A Whiskey Sour practically labels itself . . .

. . . when you make it with Paul Jones. Each sip clearly says—"Here's the whiskey that's first of all for flavor." You'll add: "It's first of all for value, too!"

Paul Jones
FIRST OF ALL . . . FOR FLAVOR!



FINE BLENDED WHISKEY. 86 Proof. 72½% grain neutral spirits. Frankfort Distillers Corp., N. Y.

PEOPLE

A REFUGEE PERUVIAN LEADER FINDS DANGEROUS SANCTUARY

The man in the window in the picture below is a political refugee in his own country. He is Victor Raul Haya de la Torre, leader of Peru's revolutionary and left-wing (but anti-Communist) *Apristas*. Driven into hiding last October when middle-road President José Luis Bustamante cracked down on the *Apristas*, Haya de la Torre found sanctuary in the Colombian embassy on Jan. 3 after a right-wing Army junta ousted Bustamante. Now he seldom appears at a window, for Peru's army dictatorship would like to shoot at Haya—with a gun, not a camera.

The right of sanctuary in foreign embassies and legations is especially sacred in Latin America, and even dictators usually respect it. But the Peruvian junta has so far refused to grant Haya de la Torre safe conduct out of the country, a privilege readily accorded Bustamante, who is now living in Argentina. This violation of tradition, as well as the treaties of Havana and Montevideo, probably will be a major issue on the agenda of the forthcoming conference of the 21 Western Hemisphere nations. Meanwhile Haya de la Torre is writing his memoirs.



Little Prince is Big News!

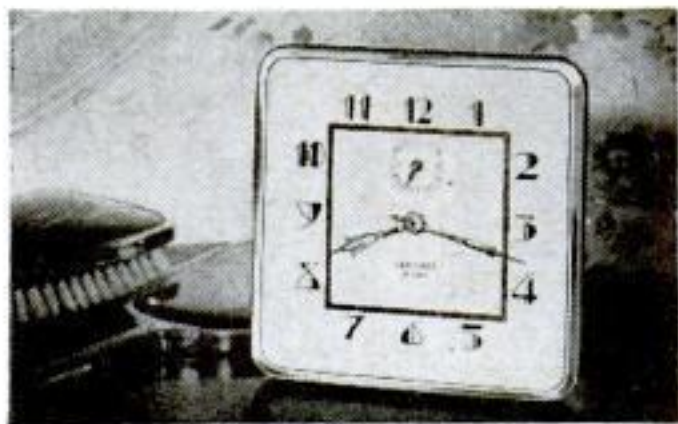
Miniature Alarm Clock

Take it along for \$3⁵⁰



The new little Prince Alarm Clock is compact and beautiful, in gleaming ivory baked enamel case; one key winds both time and alarm. It's quiet, too. Comes also with radium dial and hands—for only \$4.50.

The better the store, the surer you'll find Sentinels



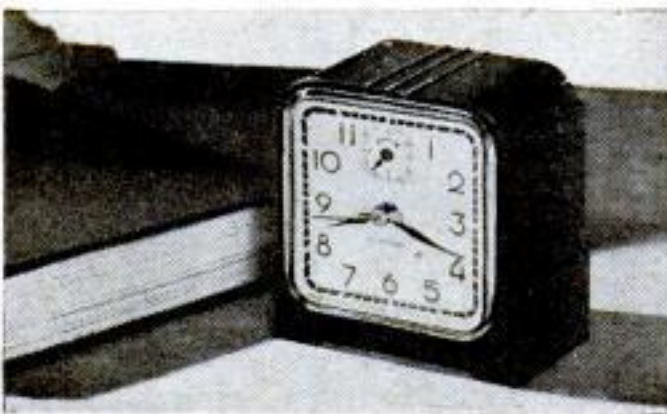
SENTINEL LIBERATOR is an 8-Day Alarm Clock you'll wind once a week—with grace, beauty, and charm. Its case is smooth, glossy ivory finish. Modern dial has highly polished brass plated frame, distinctive hands. Quiet, watch-type escapement. A wonderful alarm clock buy, only \$4.50.



SENTINEL CLICK is a mighty good Pocket Watch at a sensationally low price. A popular favorite among young folks and grown-ups. It's a reliable timekeeper with raised numeral dial, rotary second indicator. Chromium plated case. All this for the remarkable price of only \$2.50.



SENTINEL DIAMOND Wrist Watch is smart and sleek in design, and a trustworthy timekeeper. Case has 10 kt. rolled gold plate front and chromium plated back. The strap is genuine leather and the cost is only \$4.95. Diamond is also available in chromium plated case for \$4.50.



SENTINEL SIGNAL is a self-starting electric Chime Alarm Clock. It rings 1-2-3 and repeats its mellow-toned but persistent call. Case is smartly styled brown plastic, 3 1/4" high. Very legible dial; easy-to-see alarm set. Here's a big value for a little price! Yours for only \$4.50.

Send for free picture folder of Sentinel clocks and watches.

THE E. INGRAHAM COMPANY
Bristol, Connecticut
Established 1831

In Canada—Toronto 14, Ontario
Prices plus taxes, subject to change,
slightly higher in Canada

Ingraham

SENTINEL

Clocks and Watches



PEOPLE CONTINUED



IN FORM-REVEALING SHIRT TRUMAN GREET'S CHIEF JUSTICE VINSON

PRESIDENT HAS TOUGH WEEK

It was a week of mishaps for Harry Truman. Congress scuttled his civil rights legislation, softened his rent control recommendations and tabled his nomination of Mon Wallgren for chairman of the National Resources Planning Board. Meanwhile, in Key West, Fla., Truman relaxed in gay sports clothes (*above*) that were a far cry from the formal regalia in his recently released portrait as a Masonic Grand Master (*p. 54*). But the sports shirt revealed a slight presidential paunch that caused his doctor, Wallace Graham, to complain that Truman was getting too fat (176 lbs.). At the same time Press Secretary Charlie Ross was enraging photographers by trying to censor pictures of the President swimming (*below*) that were taken from a blimp. At week's end aides were looking for trouble in odd places. Before a press conference Secret Service men removed all the coconuts from the tree under which it was held.



WEARING GLASSES, PRESIDENT (LEFT) PADDLES ABOUT WITH HIS AIDES

CONTINUED ON PAGE 46

A
NAME TO
REMEMBER

Beloved Belinda Talks!



I didn't have a single word to say in 'Johnny Belinda'! Now I can't say enough about my new picture with David Niven, 'Kiss in the Dark'. There is something in 'Kiss in the Dark'—something as warm and special in its own way as 'Johnny Belinda' was. I know that you're going to have a story to talk about again.


Jane Wyman


AFTER WINNING 78 CITATIONS FOR HER SILENT ROLE IN 'JOHNNY BELINDA' JANE WYMAN DOES IT NOW WITH WORDS OF LOVE!

DAVID NIVEN AND JANE WYMAN "KISS IN THE DARK"

WARNER BROS. begin nation-wide showings of 'Kiss in the Dark' and bring new cheers for Jane Wyman!

The supporting cast in this winsome film story of a stolen caress:

VICTOR MOORE  **WAYNE MORRIS · BRODERICK CRAWFORD**

DIRECTED BY DELMER DAVES SCREEN PLAY BY HARRY KURNITZ • FROM A STORY BY EVERETT AND DEVERE FREEMAN • ORIGINAL MUSIC COMPOSED AND ADAPTED BY MAX STEINER PRODUCED BY HARRY KURNITZ 

3 GOALS AHEAD!

CHOOSE THE ONE BLENDED WHISKEY
THAT GIVES YOU ALL 3



Every drop

90 PROOF—
rich, robust, delicious!



**CHOICE
QUALITY**

* 35% Straight Whiskies
65% Grain Neutral Spirits



**WINNING
PRICE**

—America's Greatest
Whiskey Value!



FLEISCHMANN'S PREFERRED

* THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 35% STRAIGHT WHISKIES. 65% NEUTRAL SPIRITS DISTILLED FROM GRAIN. 90 PROOF. BLENDED WHISKEY. THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.

PEOPLE CONTINUED



TICKET FOR SULLIVAN

John L. Sullivan, Secretary of the Navy, does not even look up from his reading as a park policeman in Washington writes a speeding ticket for his sailor chauffeur. Sullivan's chauffeur was accused of driving limousine 50 mph through a 35 mph zone. Secretary Sullivan, who later explained he was in a hurry because he was late to a meeting, paid the fine personally.



WELCOME FROM MRS. SWIFT

Mrs. Louis Swift Jr. (left), wife of an heir to the meatpacking fortune, makes sure her guests will know they have arrived in southern California by meeting them at the Corona railroad station with assorted animals dressed in gay costumes. When she met her father and sister she had a goat (named "Goaty-Goat"), a burro and two dogs. Said her father, "That Libby! You won't find another girl like her in America!"

A man in a dark suit and white shirt is shown from the chest up. He is holding a lit cigarette in his right hand. A trail of smoke rises from the cigarette and forms the silhouette of a city skyline with several skyscrapers. The background is solid black.

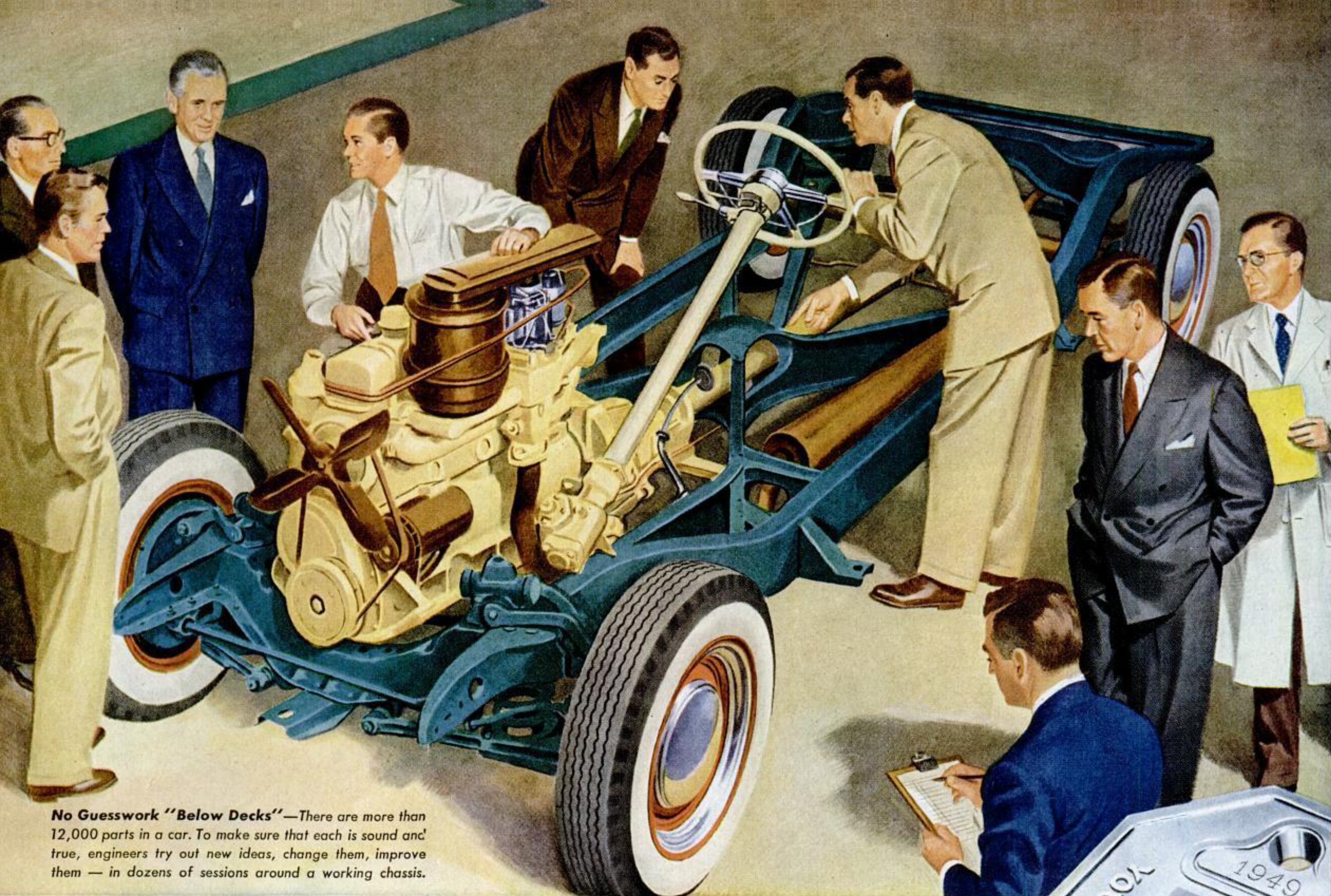
You're

the tobacco expert
we seek to please ...

Old Golds



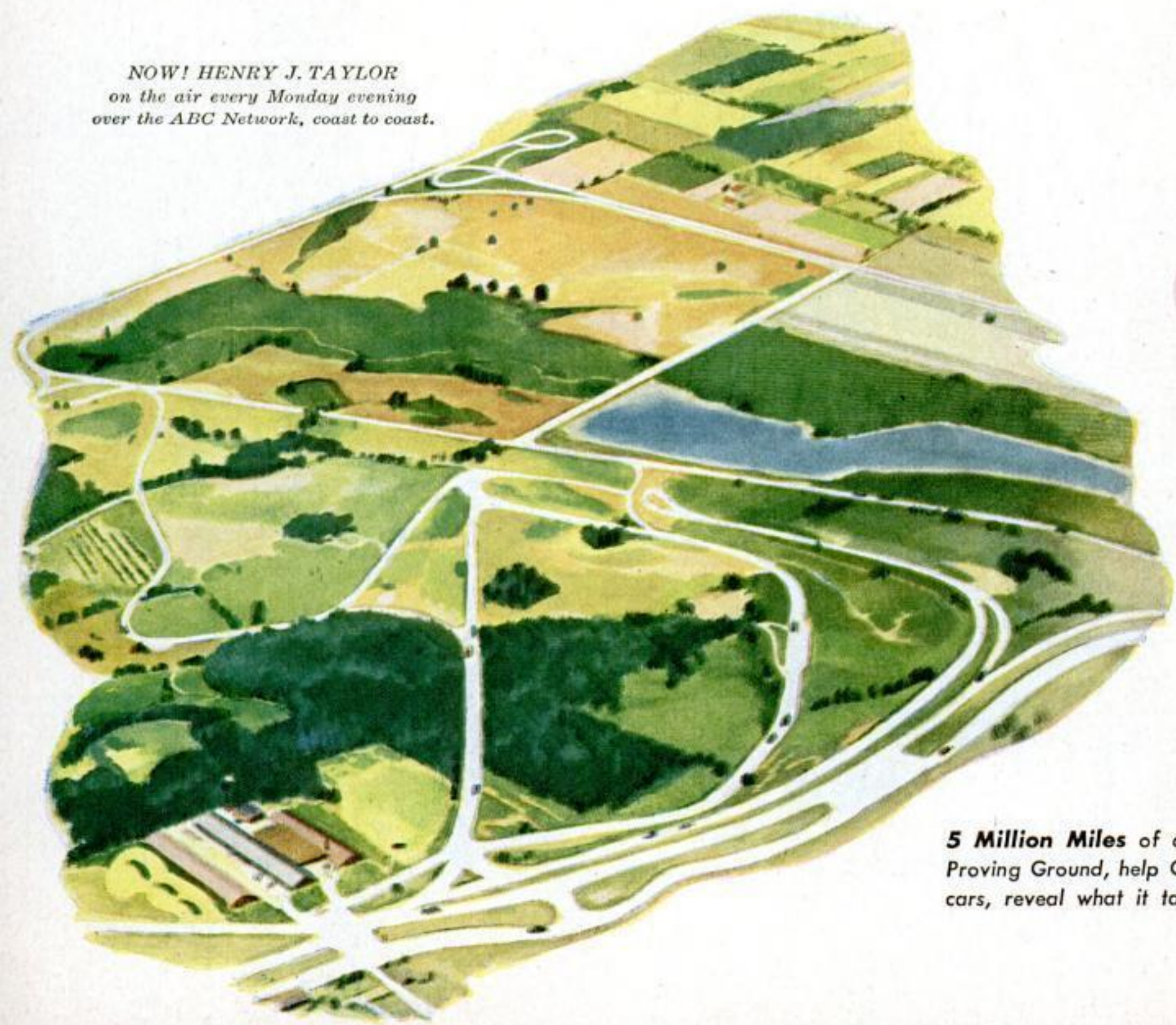
for a TREAT
instead of a TREATMENT



No Guesswork "Below Decks"—There are more than 12,000 parts in a car. To make sure that each is sound and true, engineers try out new ideas, change them, improve them — in dozens of sessions around a working chassis.

Key to Better

NOW! HENRY J. TAYLOR
on the air every Monday evening
over the ABC Network, coast to coast.



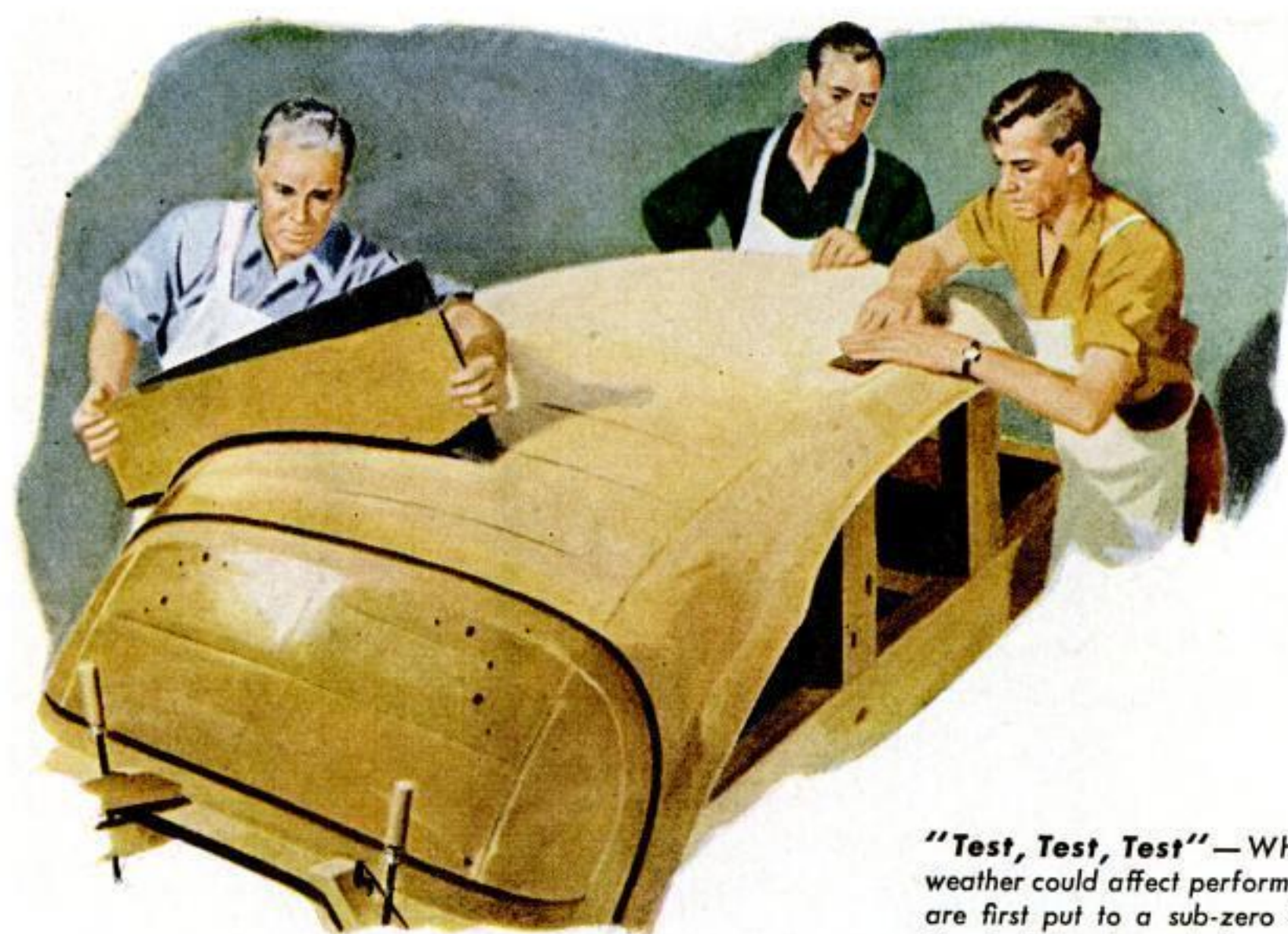
5 Million Miles of driving yearly, on the 1268-acre GM Proving Ground, help GM engineers to size up all makes of cars, reveal what it takes to make cars better and better.



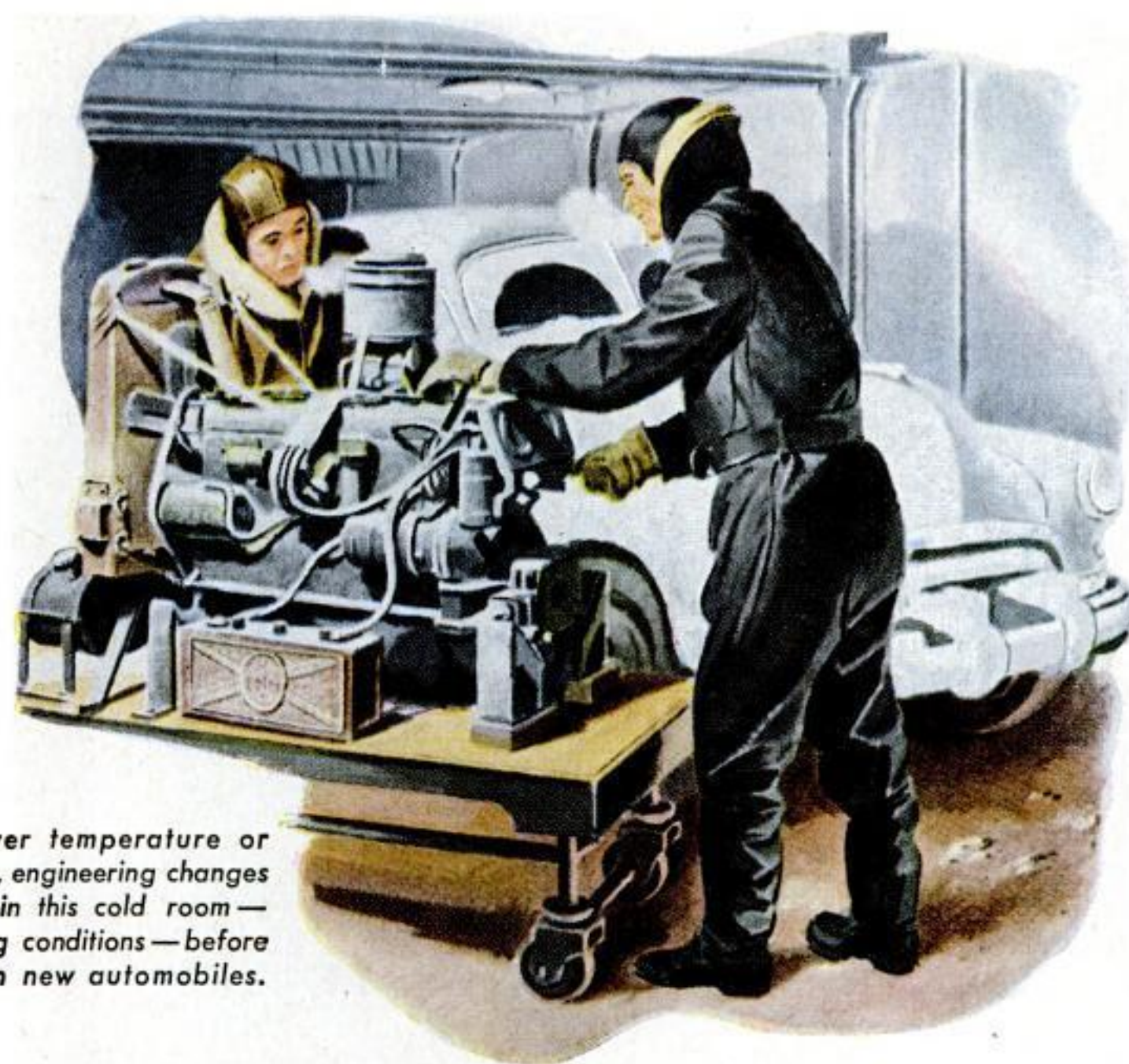
THE KEY TO A GENERAL

*Your Key to
Greater Value*

CHEVROLET



No Guesswork "Topside"—Before putting a new body design into production, full-size models are carved from wood—models that are correct to the last detail, precise to a fraction of an inch. Engineers then study out each detail for comfort, roominess, visibility—as well as good looks.



"Test, Test, Test"—Wherever temperature or weather could affect performance, engineering changes are first put to a sub-zero test in this cold room—then tested under actual operating conditions—before engineers OK them for use in new automobiles.

Birth of Better Transmissions—One group of GM engineers—working with the divisions—has specialized for years on developing new and better transmissions. Legions of drivers now enjoy the fruits of their labors—no-shift, no-clutch-pedal Hydra-Matic and Dynaflow Drives.



Engineering

There are five thousand people in the engineering service of General Motors and its divisions. It is their responsibility to make cars better and better and better.

They start with the advantage of GM research, which supplies the finest available new facts about metals, fuels, gears, ignitions—everything that makes possible finer engineering.

They have at their service the largest and toughest

automotive Proving Ground in the world, where every innovation must prove its worth.

Their progress is speeded by the interchange of new engineering information developed in all of GM's automotive divisions.

It stands to reason that all this adds up to better engineering, which means better value and better satisfaction to the owners of General Motors cars.

MOTORS

CAR



"MORE AND BETTER THINGS FOR MORE PEOPLE"

GENERAL MOTORS

PONTIAC • OLDSMOBILE • BUICK • CADILLAC • BODY BY FISHER • GMC TRUCK & COACH

Fish is Thrifty!

Fish is Nifty... with



The wonderful cooking sauce
from California



MIGHTY, mighty few meals are as delicious and *thrifty* as this one!

And what makes it so? Why—Hunt's Tomato Sauce! The wonderful cooking sauce from California!

For Hunt's is *all* tomato...*kettle-simmered* to heavenly flavor with rare spices and fine seasonings.

That's the flavor that stretches your food money. You must try it to believe it!

Just add a can of Hunt's to your low-cost recipes for meat loaf, soups, rice, stews, egg, spaghetti, vegetables and gravies.

And Hunt's costs so little! Even though more than four sun-drenched California tomatoes are used to make a single can—you pay only a few cents!

Yes, *your* market has Hunt's. It's just about the lowest-cost canned food in the store. Buy six cans at a time!

FISH FILLETS - HUNT STYLE

1 lb. fish fillets	1/4 cup water
4 tbsp. margarine or butter, melted	1/4 tsp. pepper
2 tbsp. chopped onion	1 tsp. salt
1 can Hunt's Tomato Sauce	1 bay leaf
	Dash of sage

Season fillets, place in shallow, greased baking pan. Mix butter, onion, salt, pepper, bay leaf, sage, Hunt's Tomato Sauce, and water. Pour over fish. Bake, basting occasionally, in moderate oven (350°F) 35-40 minutes or until fish is tender. Serves 4.

Hunt-for the best

Hunt Foods, Inc., Los Angeles, California





MONTE CARLO CRAPS STUDENTS JAUFFRET (LEFT) AND CERESOL INSPECT DICE-POLISHING MACHINE IN B. C. WILLS GAMBLING EQUIPMENT PLANT IN DETROIT

MONTE CARLO TAKES UP "LES CRAPS"

Casino men in U.S. jumble the jargon, finally learn the hard way

For decades the elegant gambling halls of Monaco's Monte Carlo Casino have echoed to little more than the genteel murmur of croupiers and an occasional pistol shot from the gardens. This year, however, some brash new notes can be expected (like "C'mon, seven!") when the Casino management, badly in need of American tourist dollars, opens its first room *pour les craps*. Recently the Casino sent to the U.S. its games director, Louis Ceresol, and a head croupier, Albert Jauffret, to find out how America's most popular game of chance is played. Although they had no trouble at all picking up the fundamentals, both men had a terrible time with the jargon. They spent long hours at Las Vegas and Reno crap tables carefully tape-recording the staccato chant of the stickmen who control the tables and wondering if it would be worthwhile translating "It's Big Dick!" ("*C'est le gros Richard*") or "Eight the hard way!"



MONTE CARLO CASINO lost \$450,000 in the fiscal year 1947-48.

("Huit difficile") for the benefit of French players. "Enfin," admitted Ceresol, "we give it up. In translation it is not fascinating." They decided to let Monte Carlo speak the strange patois of American stickmen (next page).

French players, Ceresol believes, will embrace the game joyfully because, unlike roulette and baccarat, it gives the player an almost even break (he has a 49.298% chance of winning). But they must struggle with their own equivalents for "Little Joe" ("*Petit Joseph*"), "Baby needs a new pair of shoes" ("*Mon enfant a besoin d'une nouvelle paire de chaussures*"). The Casino's hopes, however, are pinned on Americans. It expects to see about 200,000 of them next season, none of whom can be counted on to shoot themselves if they lose. "The French loser," says Ceresol, "is always in great disgust. The American loser smiles and says, 'I have the terrific night.'"



CERESOL PRACTICES the American craps trick of counting chips in stacks by "feel" to speed up payoffs.

PALL MALL's greater length
filters the smoke
on the way to your throat

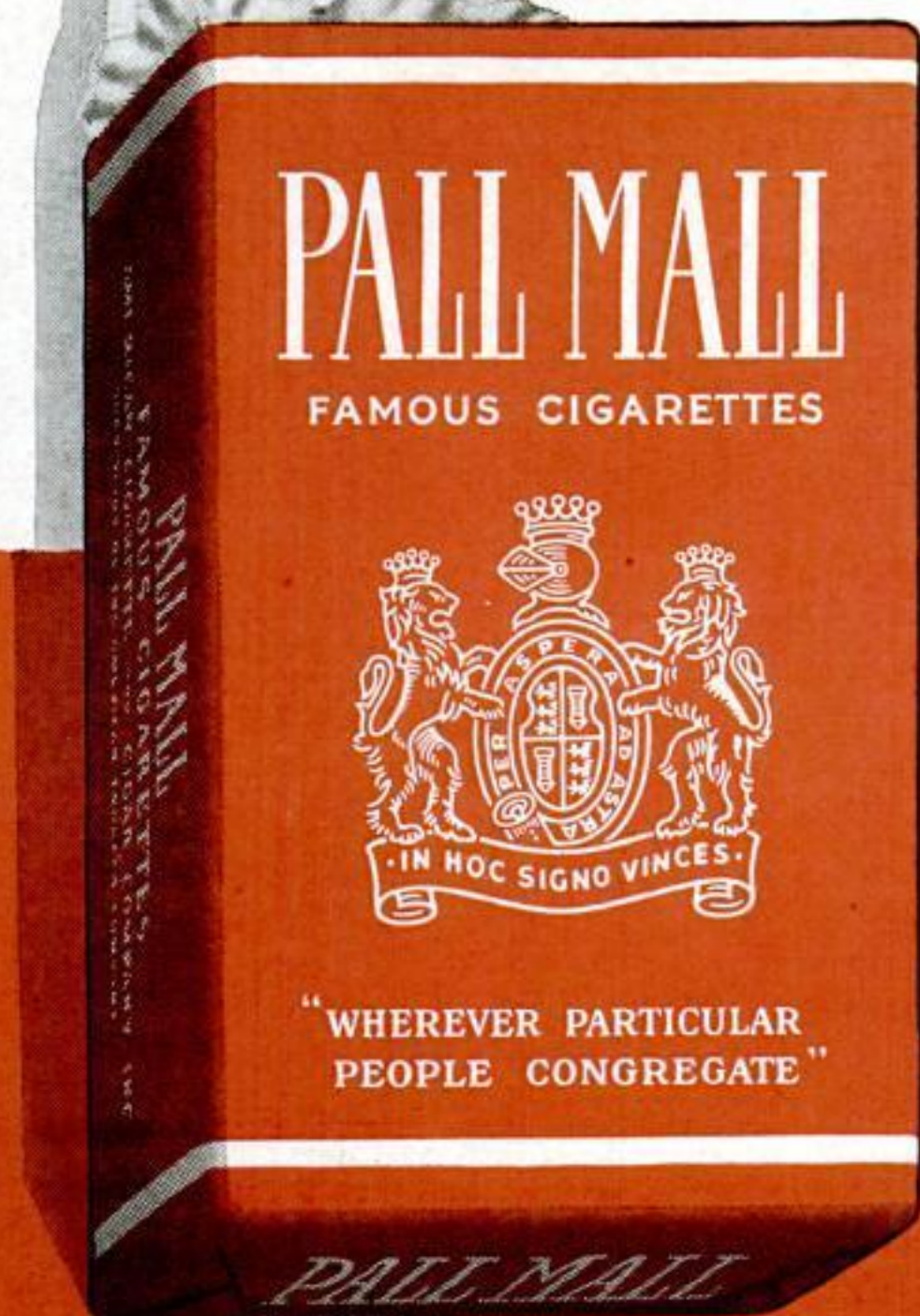


*Filters the smoke
and makes it mild*

Discover for yourself why so many of
your friends have changed to the *longer, finer*
cigarette—PALL MALL. Its greater length
of traditionally fine, mellow tobaccos serves
as a longer, natural filter to screen and cool the
smoke on the way to your throat—yes, filters
the smoke and makes it mild. Thus PALL MALL
gives you a *smoothness, mildness and*
satisfaction no other cigarette offers
you. Enjoy the *longer, finer* cigarette
in the distinguished red

package—PALL MALL Famous

Cigarettes—
good to look at,
good to feel,
good to taste,
and good to
smoke.



OUTSTANDING/ and they
are mild!

Monte Carlo Craps CONTINUED



STICKMAN'S CHANT, a running commentary on players' throws by the man who runs the game, is practiced by Ceresol whose delivery bears a strong Gallic flavor with overtones of pure Nevada, where he learned the chant, thus: "He ees now coming out—whoops—craps!—he ees coming out and five ees zee nombaire—ha!—craps once more—and a new player—eight ze difficult way—whoops—he has gone away—geev me a small bet—he ees coming out—ha!—you are feeneeshed—he ees coming out—10 ze difficult way—ees nine and he wishes 10—ha!—zee beeg boy has thrown eet away—alors!—whoops!"



PRACTICE GAME is played with Jauffret (*left*) as dealer, Ceresol (*foreground*) as stickman and two Wills Co. executives as players. Wills Co. sold the Monacans a crap layout called the "Improved Idaho Style Double Side Dealer."



SURE AS SUNSET

SURE as the sun settles down in the west each night . . . your drinks can be the finest under the sun! Just be SURE to settle for nothing less than the best . . . the superb pre-war quality of 7 Crown . . . Seagram's finest American whiskey.

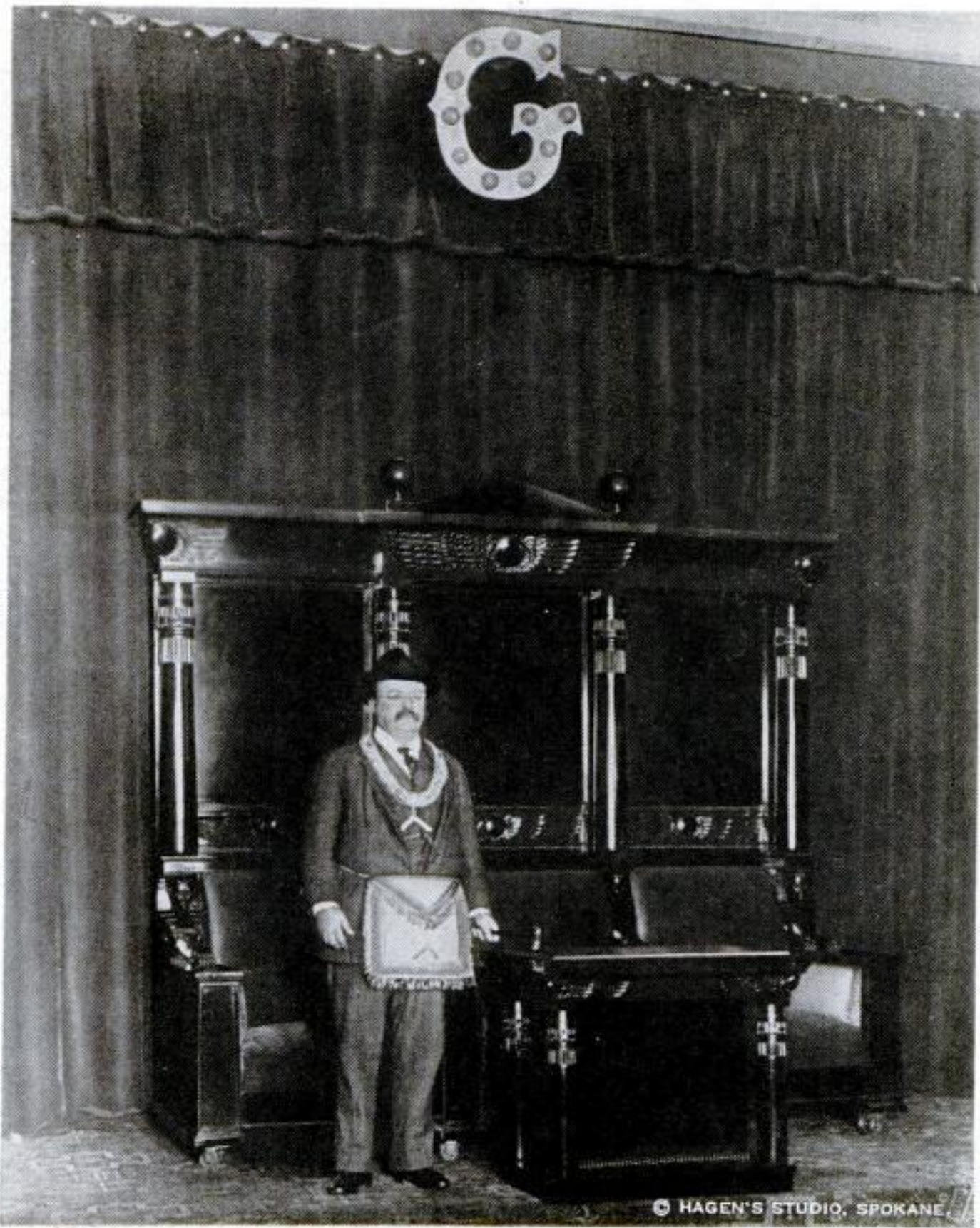
Say Seagram's and be Sure... of Pre-War Quality

SEAGRAM'S 7 CROWN. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK



IN FULL REGALIA Mason Harry Truman pounds gavel in new portrait by Greta Kempton which hangs in the Grand Lodge at St. Louis. This is the way Mr. Truman

dressed for meetings as Missouri Grand Master in 1940. Symbol of office is right-angle square suspended from his neck. He also wears Masonic apron with eye and face of sun.



THEODORE ROOSEVELT posed in a Masonic lodge in 1912. The large letter "G," one of the Masons' innumerable mystic symbols, stands for "God."

TRUMAN THE MASON

New portrait shows President as grand master

Americans who have grown used to seeing pictures of Harry Truman in everything from tails to a swim suit got still another view. This time he appeared in a brand-new portrait (*opposite page*) as a Grand Master. Twelve other Presidents—Washington, Monroe, Jackson, Polk, Buchanan, Johnson, Garfield, McKinley, Theodore Roosevelt, Taft, Harding and Franklin Roosevelt—have also been Masons, but none ever reached the exalted rank (33rd Degree) held by Harry Truman.



FRANKLIN ROOSEVELT was photographed in 1935 at Masonic meeting with sons James and F. D. Jr. (behind him), Fiorello La Guardia (*left, rear*).

CONTINUED ON NEXT PAGE

FOR ABOUT 1¢ A CUP

GRAND COFFEE IN 2 SECONDS

NO POT... NO MESS NO WASTE ...NO WAIT

An Instant Success!

It's the instant coffee America has been waiting for! You make it right in the cup . . . exactly the strength you like best—just the amount you want . . . There's no pot to wash . . . no messy grounds to get rid of . . . and no waiting! You make it fast! You make it fresh!

It costs only about a penny a cup and there's no waste. Compare it for quality with any coffee made any way. Get your jar today!



Chase & Sanborn *Instant Coffee Product*

MADE BY THE MAKERS OF FAMOUS CHASE & SANBORN COFFEE
Fine Coffee Merchants since 1864





COME SUMMER..

WE'RE OFF TO

Ontario
CANADA'S ^{All Year} _A

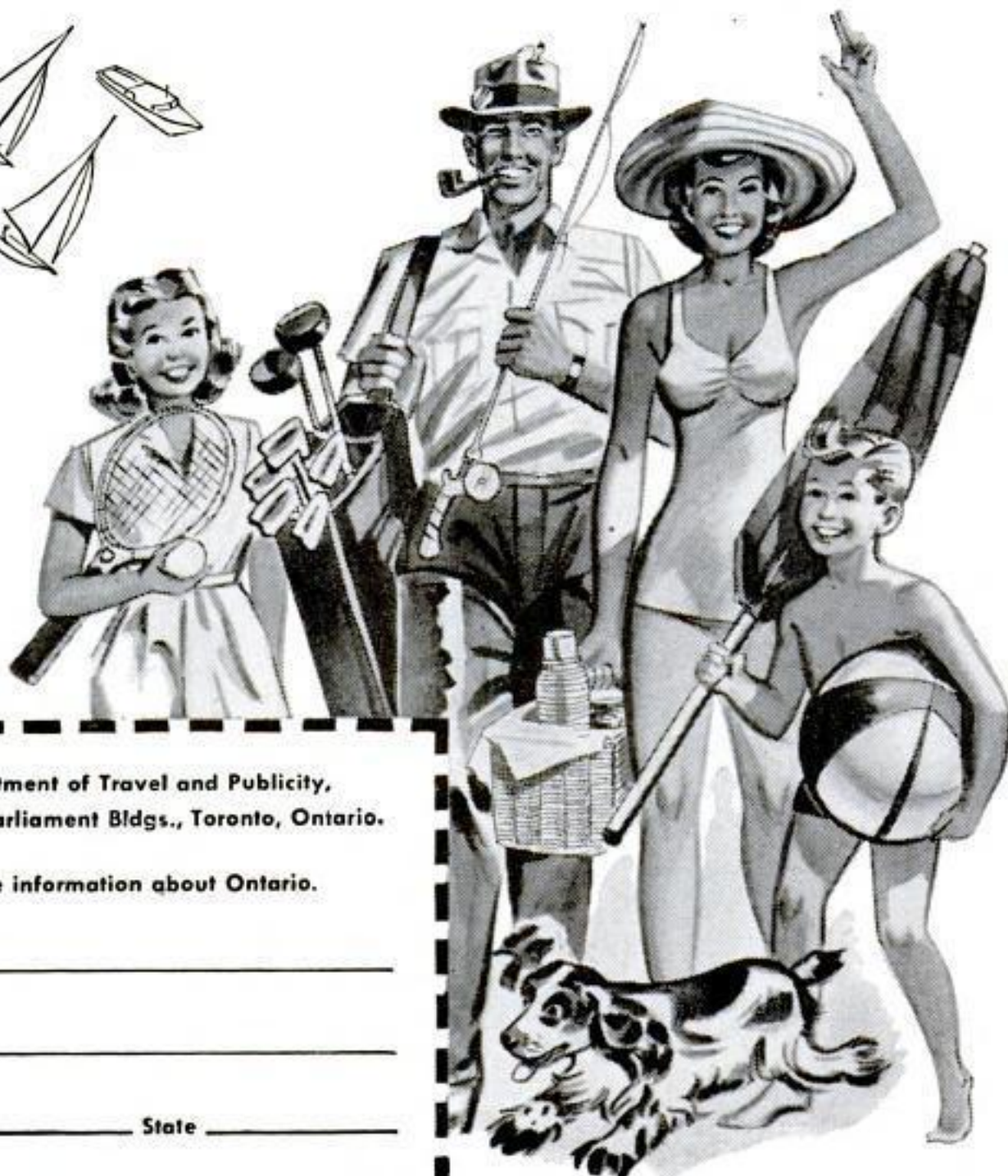
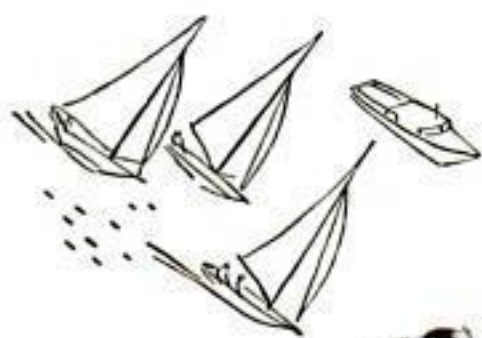
VACATION PROVINCE



We'll take the high road to Ontario this summer . . . for the vacation of a lifetime. We're making plans now for our Ontario holiday . . . and we chose Ontario this year because in its 400,000 square miles of great out-



doors there's so much to do . . . so much to see. We'll find sandy beaches, we'll sail and fish for the "big ones" in clear lakes and white streams. Dad is taking his golf clubs along and we've got our cameras ready to get some swell scenery shots. We're all going to have a wonderful time this year in Ontario.



Department of Travel and Publicity,
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Address _____

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Truman CONTINUED



STATUE OF WASHINGTON as a Mason, shown in Plasticine form with its creator, Sculptor Bryant Baker, is 17 feet 3 inches high. Total cost: \$100,000.

MASON WASHINGTON

Like Mason Harry Truman, Mason George Washington has also been the subject of a recent work of art. A 17-foot statue of Washington wearing a Masonic apron around his waist and the master's emblem around his neck has been made by Sculptor Bryant Baker. Now being cast in bronze, it will stand next year in the George Washington Masonic National Memorial in Alexandria, Va. where Washington once presided as lodge master. Washington never matched Truman in becoming a 33rd Degree Mason, but he joined the order at an earlier age (20). He was also the center of a move to make him the single head of all U.S. Masonic lodges. But the campaign failed. Masonry in America has always been operated by state heads of equal rank.



TWELVE-FOOT REPLICA of chair actually used by Washington will stand behind the statue.



*Ever
hold comfort
in
the palm
of your hand?*



• Foamex furniture can't pack down, sag or lump...even the cushions never need "plumping."



• Cloud-soft Foamex mattresses stay cool, clean and never need turning.

FOAMEX IS ANOTHER WORD FOR COMFORT

Ever see comfort...ever touch it...hold it? Ever have comfort mould itself to your contours, lift you up with buoyant, cradling support—yet yield to the pressure of your fingertip?

Only *Foamex* gives you such heavenly comfort. And it's yours, within reach of your hand...in sleep-invoking mattresses; in the most modern car, plane and train seating; in furniture that owes new beauty of form, shape and line to *Foamex* cushioning.

Foamex keeps its smooth, firm shape and comfort for life! Get to know—and enjoy—this superb, modern comfort, immediately. The best mattresses, easy chairs, sofas in your favorite furniture or department store proudly feature the *Foamex* label. The smartest new cars are cushioned with *Foamex*. You too can rely on the Firestone name that identifies *Foamex*, everywhere.



• In car and transportation seating, *Foamex* cushioning already has proved its durability over conventional "stuffings."



Firestone FOAMEX*

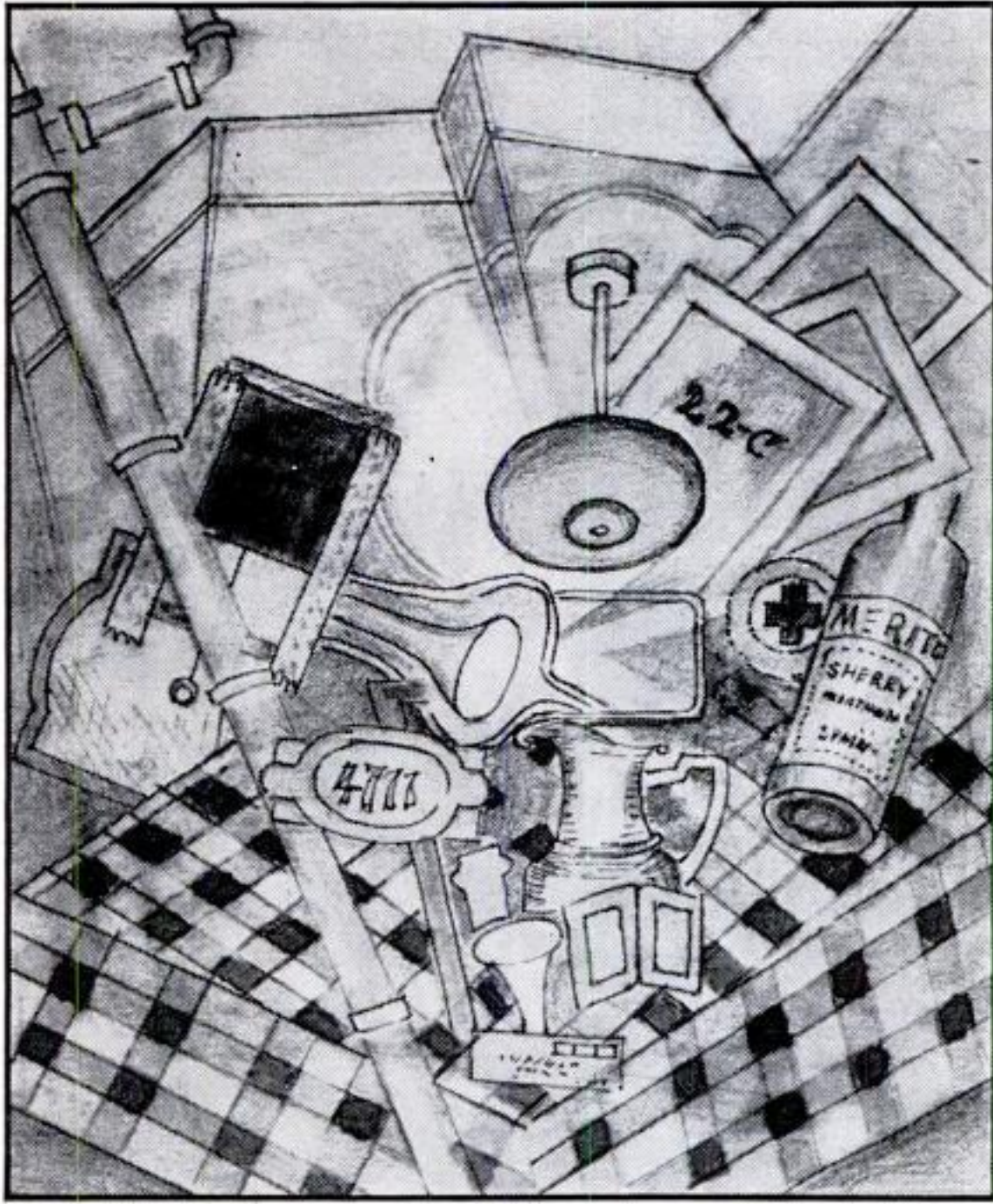
... LISTEN TO THE VOICE OF FIRESTONE MONDAY EVENINGS OVER NBC

*TRADE MARK © 1949 FIRESTONE TIRE & RUBBER CO.



RELAXING AT HOME after a hard week at the office, Bjarne Klaussen paints in the room where all the Klaussens gather periodically for their painting. Behind him are some of his works, one of which, called *Honored Guests* (right), astonished Buffaloes

by winning the \$200 first prize at an exhibit in Buffalo's Albright Gallery. Often an honored guest himself, Klaussen portrayed these banqueters in bored attitudes of dozing and nose-blowing, symbolizing, he says, "what some banquets do to me."

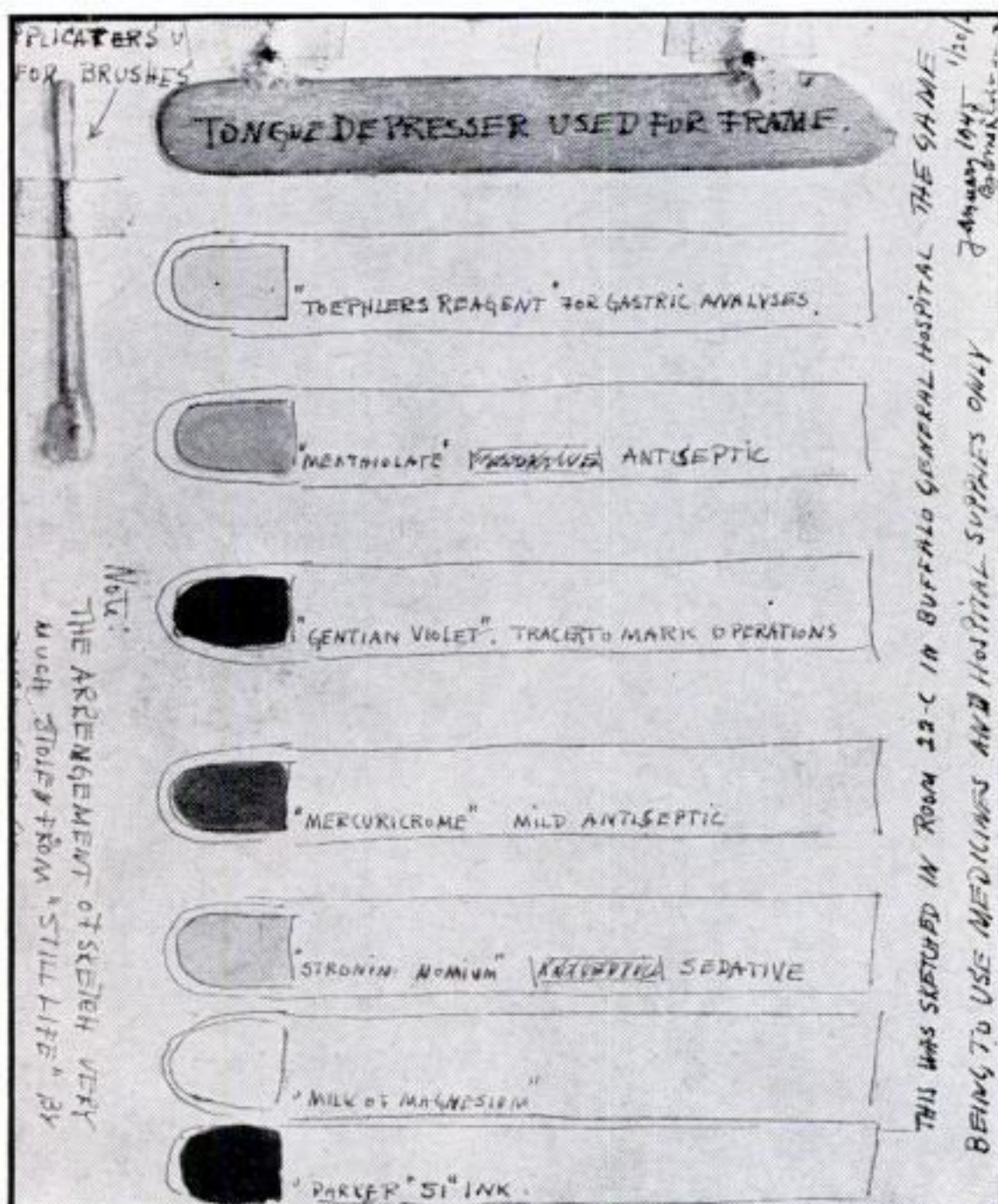


FOR FIRST PICTURE KLAUSSEN USED PALETTE AT BOTTOM

BUSINESSMAN ARTIST

Engineering executive produces lively paintings

Bjarne Klaussen (left) of Lewiston, N.Y. is a prolific and wildly enthusiastic amateur painter who, incidentally, is also a vice president of the Hooker Electrochemical Co. in Niagara Falls, president of the Niagara Falls Community Chest, director of the Boys Club, the Rotary Club, the Community Center and the Planned Parenthood Center. When Mr. Klaussen took up painting four years ago, he found that it came as a natural outgrowth of doodling at business meetings. He went at it so enthusiastically that now his wife Emily and their two grown sons all paint too (right). The Klaussens are also eager art collectors and have filled their eight-room house with professional works. But their own output is so great that they have set aside one downstairs room (left) and its adjoining lavatory for Klaussen creations only.



HOSPITAL PALETTE, consisting of medicines, cotton swabs, was used by Klaussen for his first picture (top of page) when sick in hospital. Painting with swabs, he used Mercurochrome for red, gentian violet for purple, milk of magnesia for white.

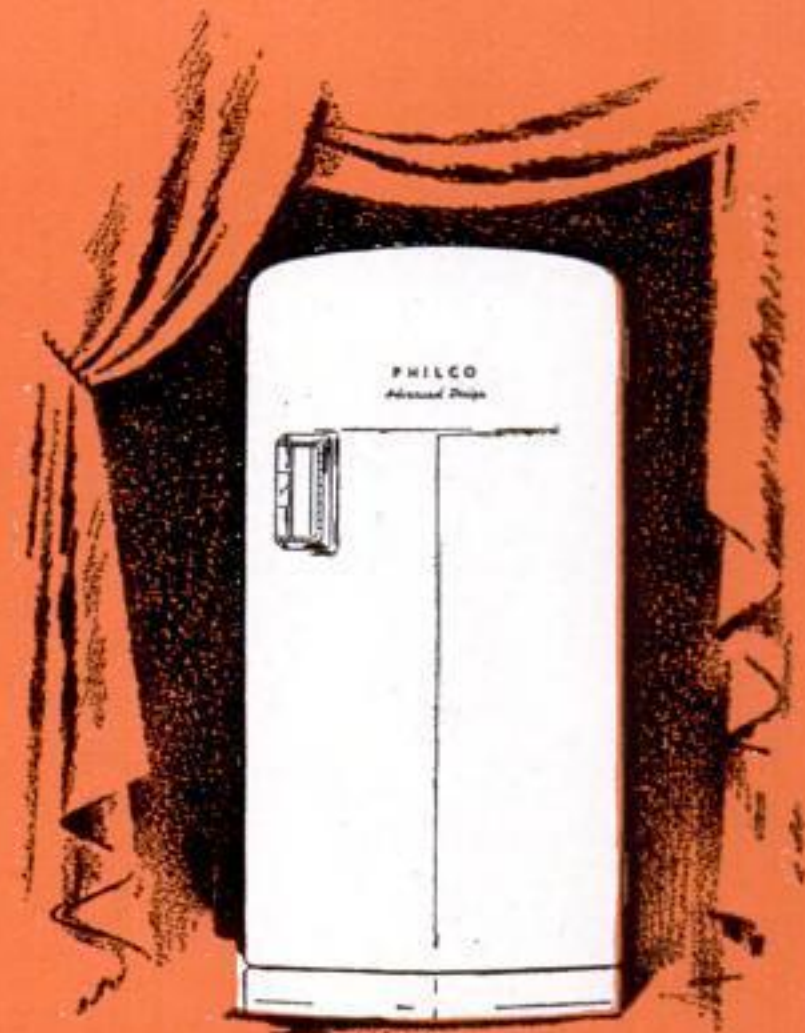
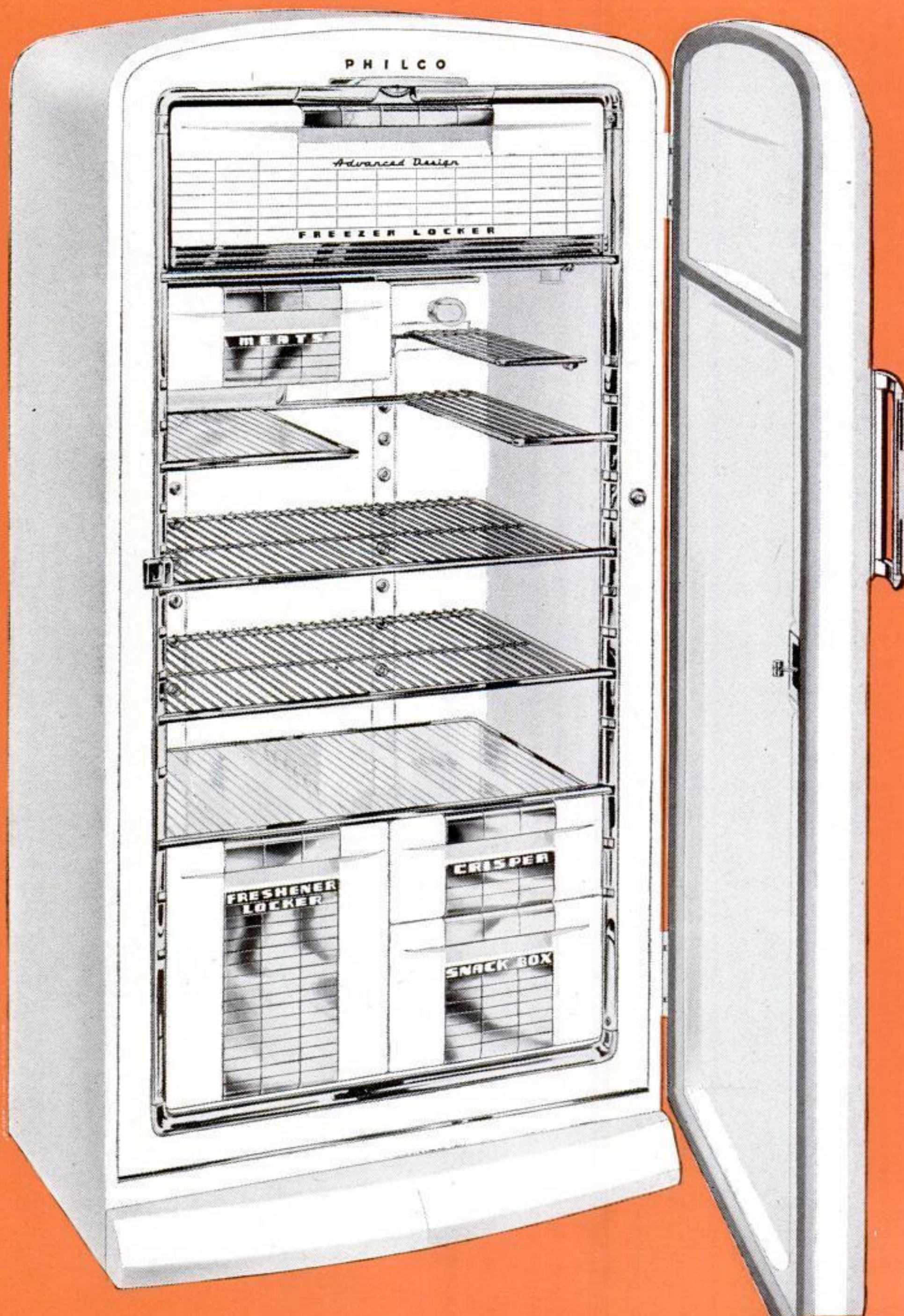


CHURCH GRAVEYARD in Lewiston is favorite sketching subject of Klaussens. Emily and Bjarne are seated in foreground, their two sons in background. Church is four blocks from Klaussen house, but family made a day of it, took picnic lunches.



THE KLAUSSENS (left to right) Peter, Emily, Bjarne and Karl, compare work after day's sketching in churchyard. They discussed "hidden meanings," analyzed effects of color and line. Peter is a senior at Amherst, Karl is at Harvard school of business.

PHILCO *for 1949 brings you...*



A Full Length Refrigerator Right Down to the Floor!

It's new, brand new! A refrigerator with a *full-length door* that, for the first time, makes *full use* of the usually unoccupied space above the floor. It's every inch a refrigerator all the way to the floor . . . a huge increase in food storage capacity without increase in size. Yes, and with new and better ways to use this space.



The Greatest Achievement of Philco Advanced Design!

Here it is . . . the newest and greatest achievement of Philco Advanced Design for 1949 . . . a sensational new kind of refrigerator that gives you a full 10.7 cu. ft. of food storage capacity in an 8 foot cabinet. It's the first refrigerator ever built that does away completely with wasted space, that uses every inch right down to the floor for *real refrigeration*, not just for fruits and vegetables but for *all kinds of foods*. It's the great new Philco 1095, with exclusive features new to refrigeration, the most spacious, most fully usable refrigerator ever designed!



1. **BUILT-IN HOME FREEZER** with big, unobstructed, frozen food storage space and fast freezing ice tray shelf.
2. **ADJUSTABLE SHELVES** from top to bottom. Easily arranged for any use.
3. **FRESHENER LOCKER** for quantity storage, bulky foods or beverages.
4. **SNACK BOX** for cheeses, spreads, snacks, prepared sandwiches. Protects against transfer of odors.

Revolutionary Advances in Refrigerator Design!

They're here . . . the newest, most up-to-date, most useful refrigerators ever built . . . Philco Advanced Design for 1949.

Revolutionary advances in modern refrigeration bring you an amazing increase in shelf space and food storage capacity without increase in size . . . new and exclusive features of service and convenience, and . . . the greatest refrigerator values ever offered! Before you buy, compare . . . see Philco Advanced Design for 1949 at your dealer now.



Newest Triumph of Philco Research in a Low Priced Refrigerator!

Yes, it's a revolution in refrigerator design at a low price. Nothing like it has ever been offered in appearance, in de luxe features, in outstanding value. See, compare the amazing Philco 794 . . . the low price sensation of the industry for 1949!

Never before at its price! Full Width Frozen Food Compartment

The greatest *Advanced* feature in refrigeration . . . now yours at \$70 to \$100 less than last year's price!



7.2 cu. ft. Capacity in the Floor Space of a 4

Yes, and a full 14 sq. ft. of uncrowded shelf area. It's a tremendous increase in fully usable storage capacity, all in the kitchen space of a 4.

Adjustable Shelves

Arrange the shelves to suit your needs. It's easy to "fit in" a turkey, watermelon, bulky foods and beverages.



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"It's a WONDERful Refrigerator!"



ARAMCO

AN ARABIAN-AMERICAN PARTNERSHIP DEVELOPS DESERT OIL AND PLACES U.S. INFLUENCE AND POWER IN MIDDLE EAST

PHOTOGRAPHS FOR LIFE BY DAVID DOUGLAS DUNCAN

In May 1933, when the camel grass was fresh on Arabia's desert, the King of Saudi Arabia entered into a contract selling oil rights in a vast area of his kingdom to the Standard Oil Co. of California. An American listed "visible assets" thus gained as "a lot of sand, a lot of heat, a lot of flies and a great deal of faith." Yet this spring, 16 years later, the result of that contract and faith is a spectacular example of American enterprise at work abroad. It is called "Aramco"—the Arabian American Oil Company—and is pictured in the next 15 pages.

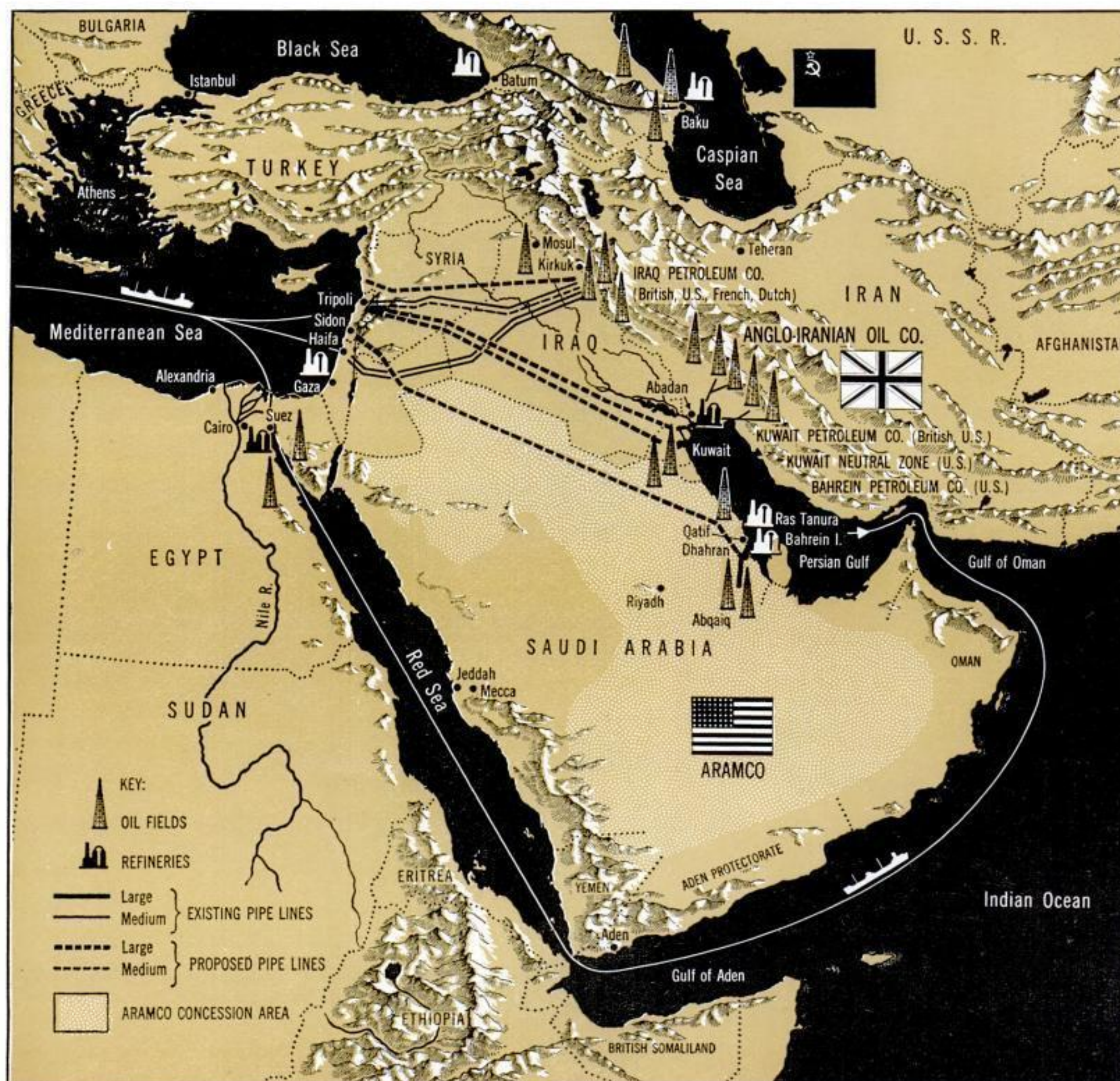
Aramco in its larger aspects could be a prototype of the kind of thing President Truman had in mind in his "bold new program" of American guidance for "underdeveloped areas." In its second decade of active operation, Aramco is the biggest Middle East oil producer and one

of the largest in the world. It already has altered the daily lives of many of the subjects of a primitive kingdom and projected U.S. interest into an area which was until lately a domain of British power. It involves one of the biggest single investments—\$250 million—of private capital abroad and currently earns a huge operating profit which Aramco justifies by pointing to such risks as the vagaries of the times in the Middle East, the proximity of the Russians (850 miles north) and the ceaseless ups and downs of international oil politics (p. 79).

Now owned by four major U.S. oil companies (Standard of California, the Texas Co., Standard of New Jersey, Socony-Vacuum), Aramco has lured some 3,600 Americans to work in Saudi Arabia in five years. Aramco's growth has agitated lesser competitors in U.S. oil, inspired

congressional investigations of oil prices and set pundits on guard against "oil diplomacy." Aramco operates in an area holding 42% of the world's known oil reserve. It is therefore at once a strategic resource and concern of the U.S. Only recently, when the U.S. Air Force's *Lucky Lady II* flew nonstop around the world, her second refueling was over Dhahran, Aramco's headquarters town. The U.S. government is now negotiating to retain limited rights in Dhahran's airfield, which the U.S. Army built in 1946.

Aramco's visible achievements in Saudi Arabia can be a subject of justifiable U.S. pride. In the search for the oil which keeps the 20th Century world moving, its operation has set a stimulating new pace. It has projected the century of technology into and beyond an ancient world.



MIDDLE EAST OIL FIELDS surround the Persian Gulf. Map shows their ownership, refineries, pipelines. Ar-

amco's concession is the largest, and Britain's Anglo-Iranian the area's pioneer—Britain acquired control in 1914.



TRANS-ARABIAN PIPELINE, guarded and inspected by Aramco air and automobile patrols, is a spectacular recent measure of Saudi Arabia's progress. Now 125

miles long, the pipeline ultimately will carry 300,000 barrels of oil a day 1,100 miles from Persian Gulf to Mediterranean. Final cost: more than \$200 million.

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A FLAT ON THE DESERT halts Aramco supertruck moving 40-ton load of steel pipeline sections. Sand heat (140° to 165°F.) overinflates low-pressure tires

unless they are checked often. Pipe, made in Los Angeles, comes in sections 30 and 31 inches in diameter, 31 feet long. It is welded into 93-foot lengths in Arabia.



ARAMCO BOSS, Resident Manager James MacPherson (hand on side), looks on as veteran employees, both Arab and American, receive 10-year service awards.



KING'S RAILROAD, now 50 miles long, links port of Dammam with Abqaiq field. Ibn Saud thinks trucks encourage smuggling and likes trains better anyway.



DAY SHIFT ENDS AT RAS TANURA REFINERY WHICH DAILY TURNS OUT 135,000 BARRELS OF OIL PRODUCTS

IT IS A BIG, COMPLEX BUSINESS

For Aramco's original rights in Saudi Arabia, King Ibn Saud received \$250,000 in gold. For every 42-gallon barrel of Aramco oil, he gets about 22¢ or around \$110,000 a day. His cooperation lets Aramco proceed with the development of personnel (*opposite*), refineries (*above*) and storage (*below*). About half of the king's income becomes personal treasure or goes in subsidies to desert tribes. The rest goes into public works, including a railroad which Aramco is building on credit. Aramco failed to convince the rail-minded king that trucks are better and can haul anything (*left*).

Aramco's own gross daily take surpasses a million dollars a day. Aramco is secretive about

its profits, which go to amortize an investment which will total three quarters of a billion, but some oil economists guess profits (before taxes) to be around \$625,000 a day. Aramco sells its oil products direct only to the companies which own it. Most of its production is marketed now in Europe, but some goes to the Far East and 100,000 barrels daily to the U.S. Selling Arab oil in the U.S. frightens American independents, who know that ultimately Aramco could swamp them in low-priced oil. But its prices are now as high as any; in fact a Senate committee has said the U.S. Navy was overcharged for Aramco oil after the war. Aramco rides out criticism, secure in the certainty that world demand grows.



OIL FOR WORLD MARKETS is stored at these tanks at Ras Tanura. Those at rear hold 180,000 barrels each, equal to largest anywhere. At pier in distance

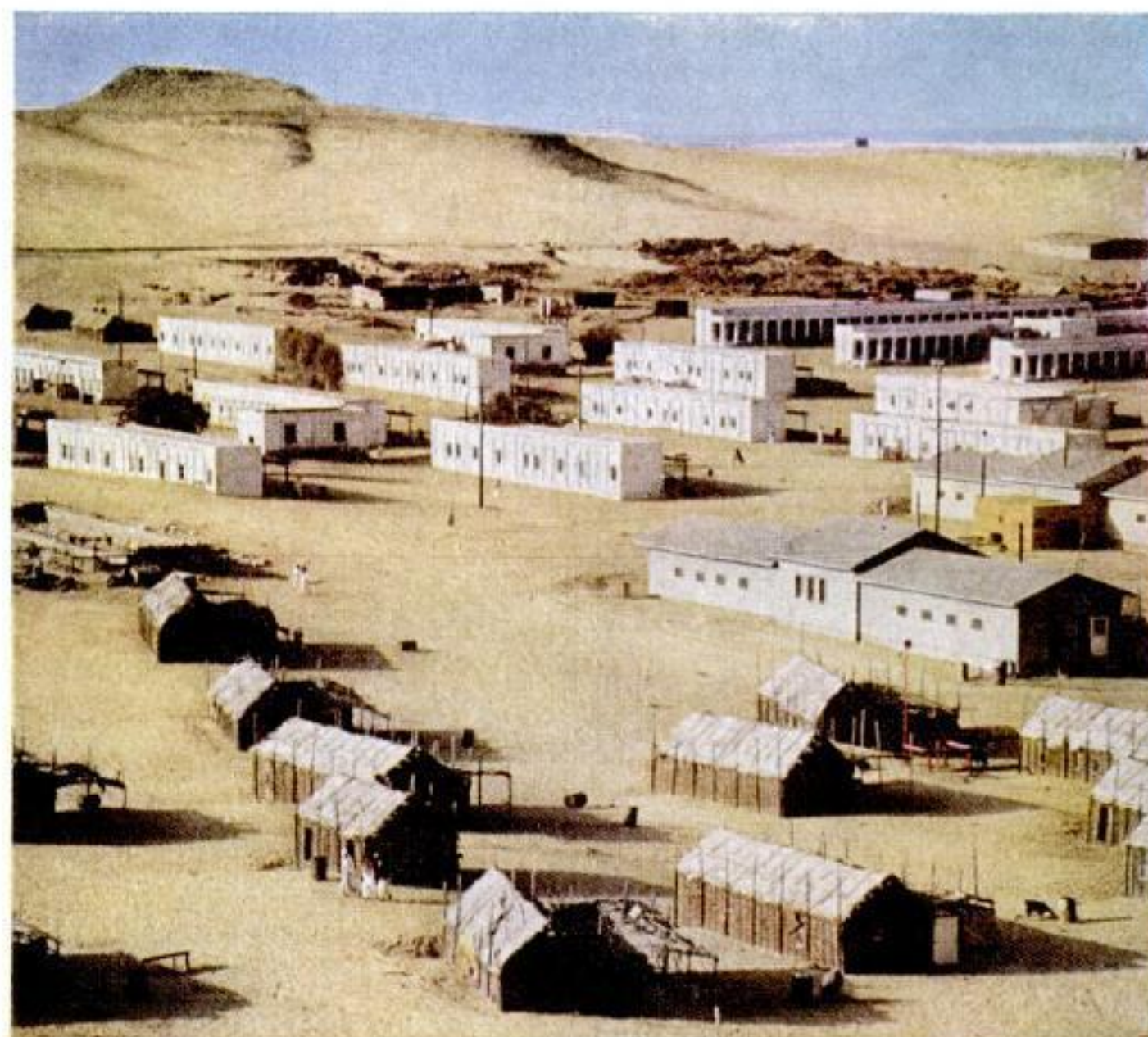
Aramco loads 80 to 90 tankers monthly, including those of U.S. Navy, which buys more than 20% of Aramco's refined products through a marketing affiliate.

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ALLAH'S HOUSE, the big Moslem mosque at Dhahran, stands in settlement of reed *barrastis* (background) where Arab oil-field workers are housed temporarily.



ARAMCO'S HOUSING program for its Arab employees is replacing *barrastis* (foreground) with fan-cooled, white concrete dormitories, each holding 22 men.

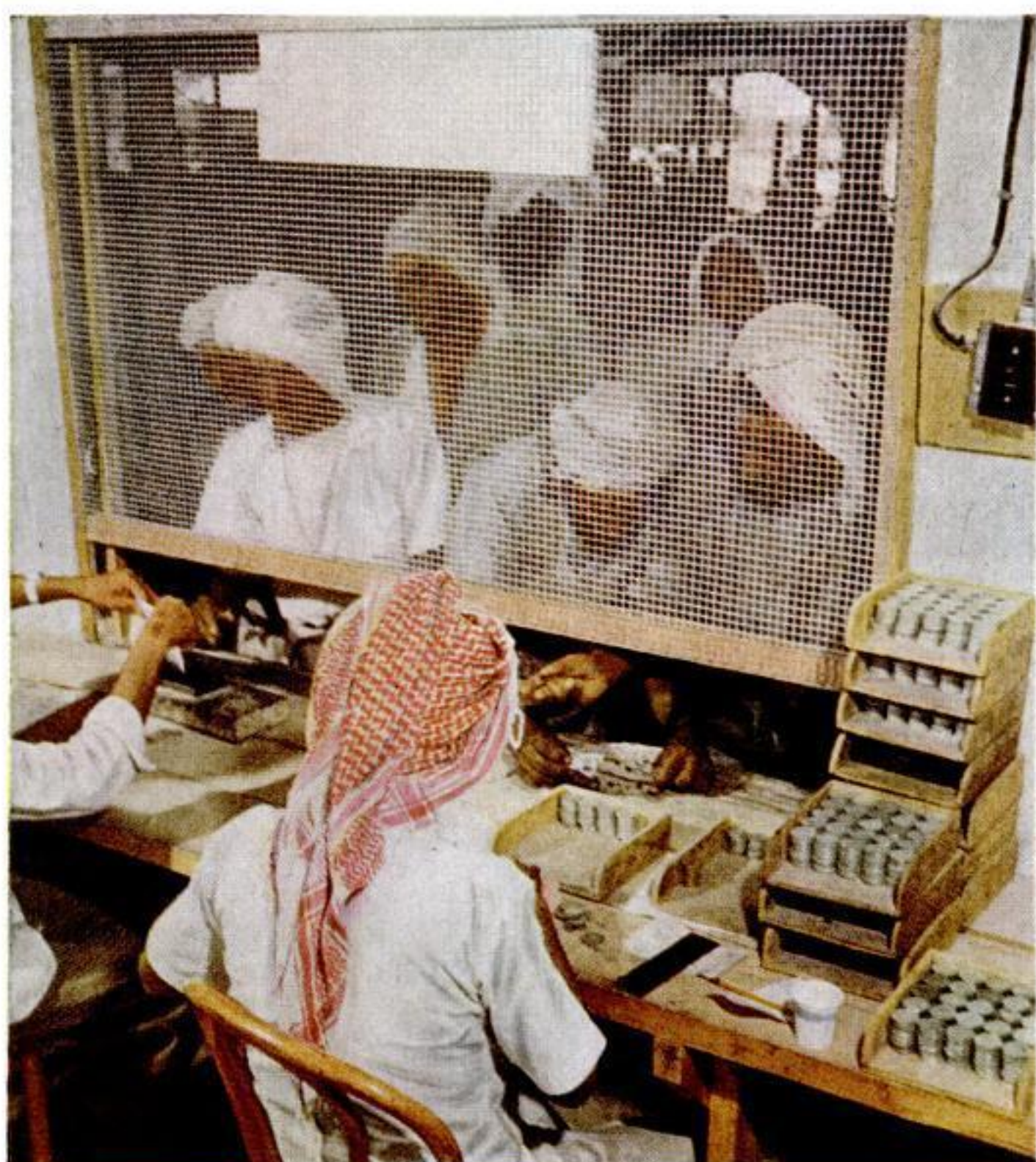
HIGH PAY, GOOD HOUSING WIN ARAB FRIENDSHIP

Aramco's bosses have tried to avoid the odium of old-style colonialism. They want Arabs to like Americans. The master manner is taboo, respect for Arab customs is required. Aramco hires no Jews for fear of offending Ibn Saud's government and has not built a Christian chapel for Americans because that would offend the Saudi followers of Allah. Dhahran's bleak skyline is dominated by a mosque (above) built by the king for Arab workers out of oil income. Sensitivity to Arab feelings began with the first American geologists in Saudi Arabia in 1933;

they wore beards and Arab garb to be quietly inconspicuous in a land which distrusted foreigners. By 1949 many of Aramco's 15,000 Arab workers had discarded flowing *bishtis* and adopted Western dress (opposite). This sensible process works both ways—many Americans have found that Arab headgear protects them best against the desert sun.

Aramco drills water wells for its Arabs, promotes irrigation projects, gives free medical care (most prevalent ailments: trachoma, skin ulcers, syphilis, malaria), provides new housing

(above) and schools. But to its Arabs, Aramco first symbolizes good pay and steady work. Minimum pay is three riyals (90¢) a day, skilled pay about 900 riyals (\$270) a month. This means unprecedented fortune, keeps paymasters and local merchants busy on paydays (below). Aramco has even succeeded in tempering harsh Saudi Arabian justice with mercy: it is still Koranic practice to punish a pickpocket by cutting off his right hand; a doctor from Aramco now attends to paint the culprit's forearm with iodine before the chopping, then bandages the stump.



PAYDAY comes twice monthly for Aramco's Arab personnel. They get paid in silver riyals worth 30¢ each, minted at Philadelphia for the Saudi government.



BIG MERCHANT Hamad A. Gosaibi, resting his bare feet on large bags of silver coins, counts the profits from sale of piece goods, clothing and food to Arabs.



EX-CAMEL HERDER is an example of the change Aramco has brought to Arabia. A nomad by birth, he had not seen machinery until Aramco arrived; now he

ranks as an expert pipe fitter. His U.S.-made goggles deflect sandy dust. His dungarees are American, imported for sale to Aramco workers by an Arab merchant.

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OIL HUNTERS' CARAVAN winds through desert washes 100 miles south of Aramco's headquarters, Dhahran, in search of new oil fields. Their drill rigs punc-

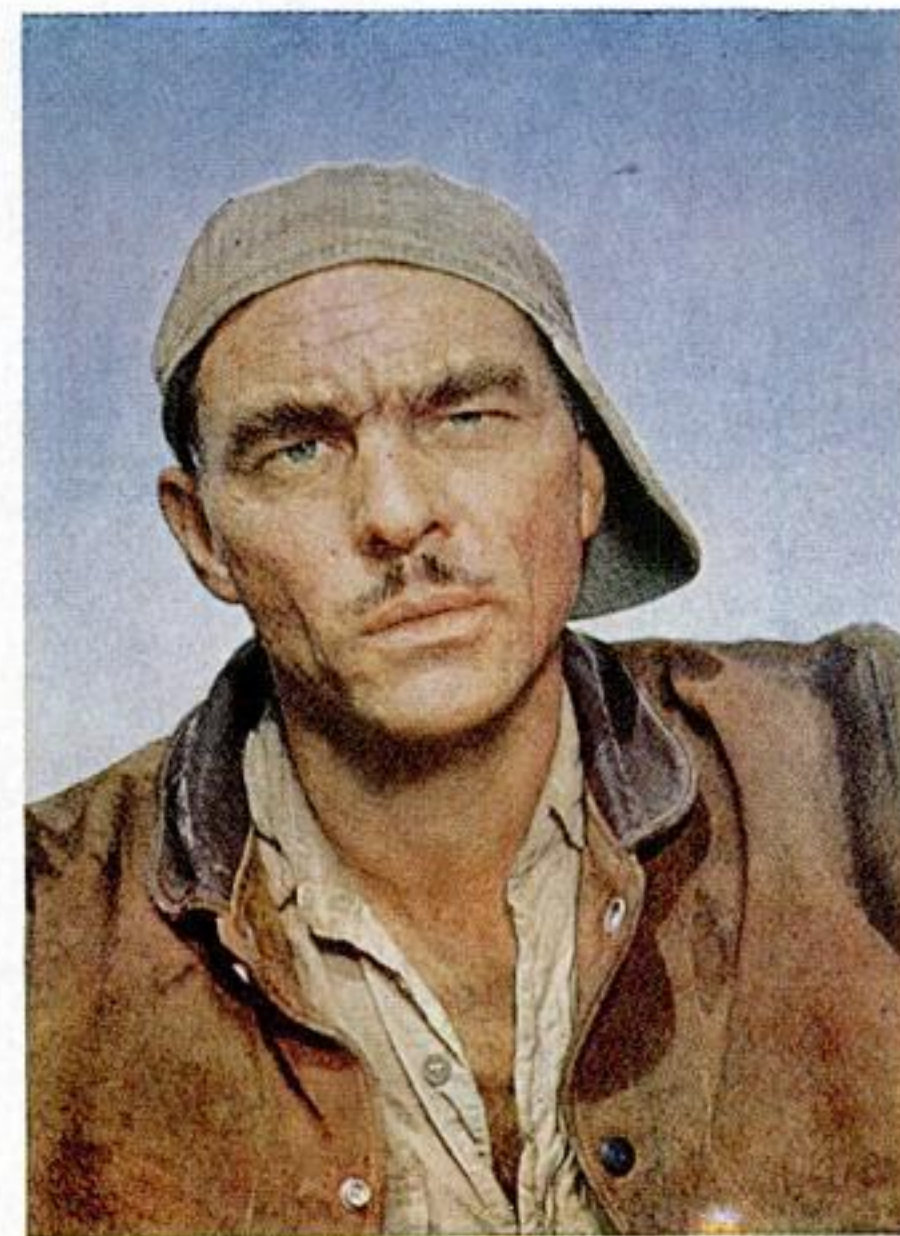
ture sand, earth and rock to a depth of 1,500 feet, probing the earth's layers for geological clues to oil pools that may lie far below the surface in deep earth folds.



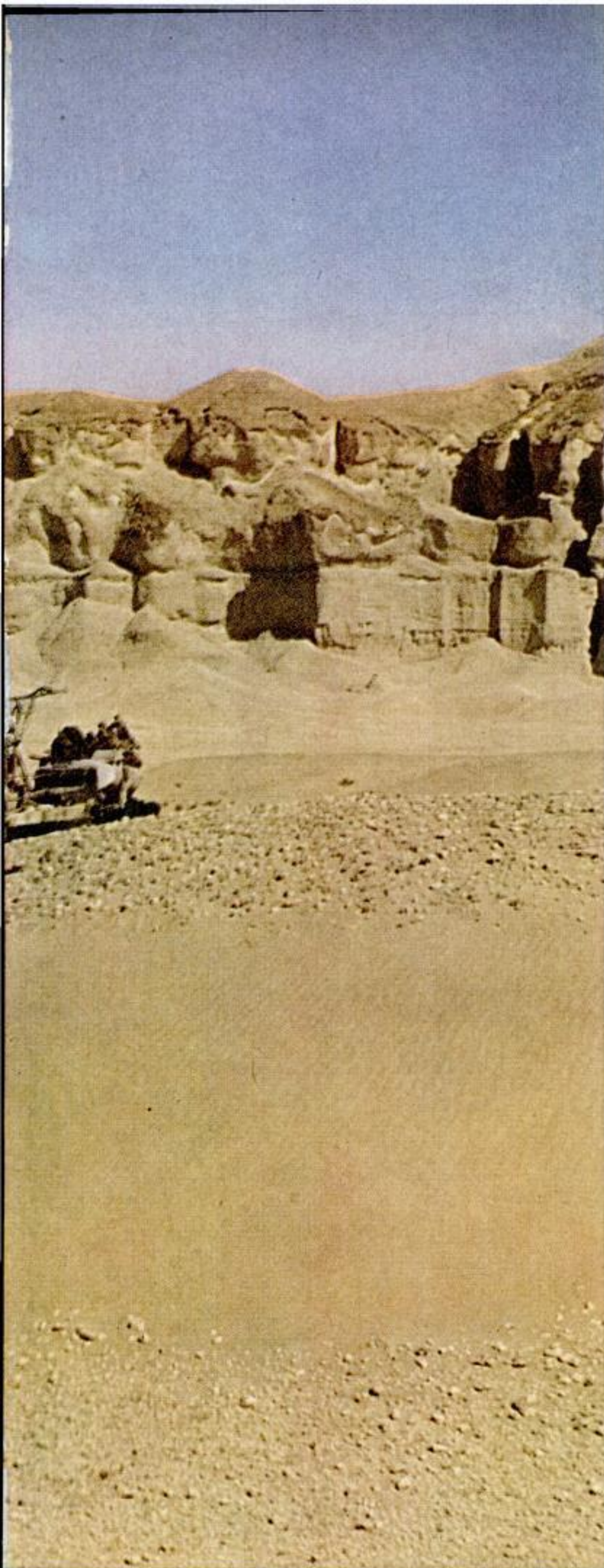
CARL WASHBURN, drilling foreman from California, has been working in Saudi Arabia since 1939.



BERT DAVIS, welder from Michigan, once worked in Indonesia. He calls this "just another hot job."



ROBERT INMAN, top welder from Los Angeles and veteran of Alaska pipeline work, likes Arabian heat.



SEISMOGRAPHERS MEASURE EARTH STRATA BY VIBRATIONS AS BLAST THROWS SAND FROM TEST HOLE

THE SEARCH FOR OIL GOES ON

Aramco's concession gives it all oil in an area of 440,000 square miles—larger than Texas and California combined. So far Aramco's geologists have found five fields, and a rugged force of U.S. oil workers, some of them shown on the opposite page, have brought in 62 producing oil wells. But Aramco has surveyed only half of its area and will have 50 years before its present concession expires. The search

for oil goes on constantly. Mixed American and Arab seismograph crews (*above*) map earth layers. Other crews move through the desert with earth structure drills (*left*) to probe subsurface geology. The geologists stay out as long as five months, living in air-conditioned trailers. When they find possible oil strata a drilling crew follows (*below*). If they strike oil the next step is a spectacular desert blaze (*next page*).



ELDON TINDALL, a Kansas driller, arrived last September, brought his wife and child in October.



DRILLING FOR OIL at Abqaiq, a tool-wise Arab crew fits new pipe to the drill casing. Normal crew

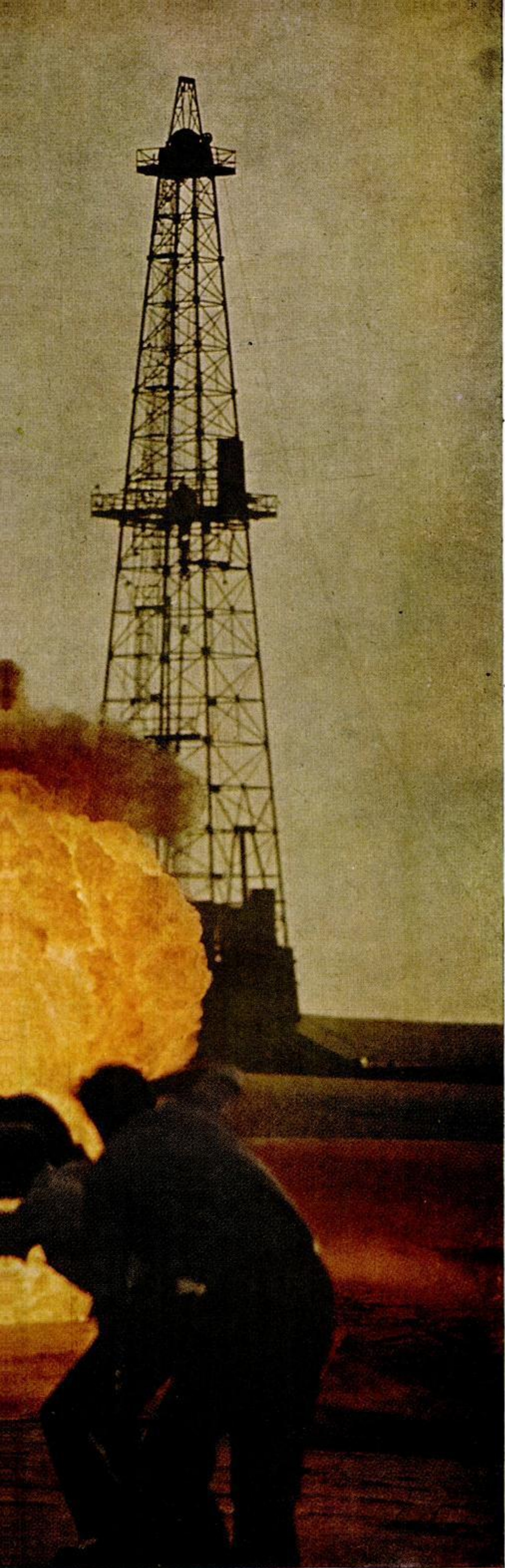
(three Americans, nine Arabs) drills more than 100 feet a day, hits oil at average of 6,800 feet in 60 days.

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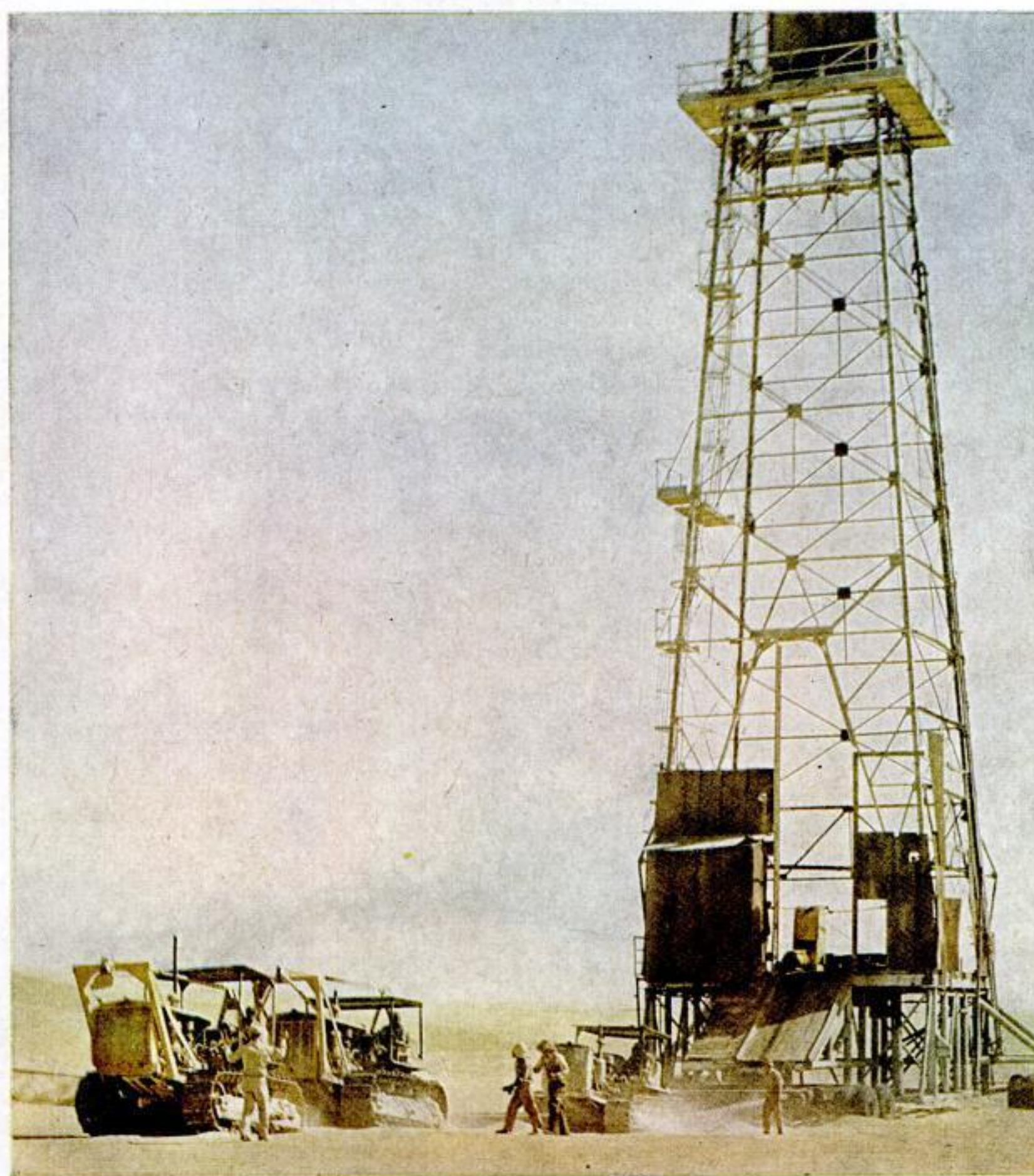


GAS INFERNO scorches the desert and blackens the sky as Aramco drillers bring in a new well, Abqaiq No. 44. The fire is set by engineers for a practical reason. When the drill strikes oil natural gas pressure forces up a cascading

mixture of gas, mud and water which is led into a "flare line" ending at a safe distance from the oil-well derrick. Then engineers ignite the gas so that it will not poison the surrounding air. After line is clear fire is put out and oil flows.



MORE GAS BURNS near stabilizer plant (*foreground*) at Abqaiq field, where toxic gas is removed before crude oil can be safely shipped. Gases are piped off and set afire (*left, center*). The process is wasteful but necessary since there is no commercial use for gas in Arabia yet.



AFTER THE BURNING, a portable derrick is towed to a new drill site. Seven of these 40-ton rigs, 155 feet high, do most of Aramco's drilling by keeping on the move. Unlike U.S. where oil fields often look like derrick forests, Arabian landscape is little changed by oil industry.

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TWO MEMBERS OF SAUDI ARABIA'S NEW ARAB "MIDDLE CLASS" TALK OVER BUSINESS

ARAMCO EDUCATES ITS LABOR

When Aramco introduced the first wheelbarrow to Saudi Arabia, four puzzled Arab laborers loaded it, hoisted it to their heads and walked away. Now, 15 years later, thousands of Arabs know how to use wheelbarrows and more complex machines. Skilled Arab employees do not often attain top rank, but they drive trucks, work as junior chemists and repair engines.

Beyond the building of skills in its own employees, Aramco proudly believes its business is creating an Arab "middle class" of contractors, distributors and small private businessmen. Its Arab Industrial Development Department concentrates on setting up Arabs in business. Two such entrepreneurs, Ahmed bin Hamad and Abdul Karim bin Mohammed Ali (*above*), partners in a building firm, are erecting 150 prefabricated houses. Aramco has learned the hard way that Arab contractors get more work out of Arab workmen on such jobs than an Amer-

ican can. Nearly 400 private Arab contractors, employing 8,000 workers, do business with Aramco. Arab companies operate taxis, maintain railroad equipment and provide routine services from ice-making to haircutting. Aramco has an intelligently selfish purpose: this permits the company to concentrate on producing oil.

Elders in the new middle class are beginning to send their sons to Aramco trade schools, where they will get four years of reading and writing, six of technical instruction. Aramco's educational program has grown to a point where the company soon may have to meet one of the chronic social questions of any venture in internationalism: whether or not to mix Arab and American students when it starts a high school, probably next fall. Language differences make segregation sensible now, but for the long future Aramco, which wants to show enlightenment, has not come to its answer.



ARAB STUDENT ponders gas analysis equipment in lab where Aramco trains technicians on the job.



ARAMCO TEACHER Sam Draganoff (*left*) checks oil sample with his assistant, Hassan bin Mubarak.





FUTURE BLACKSMITHS, two Arabs and an intent black-skinned Sudanese, learn the ironworker's hard art from Harry Johnson (shirtless) at Aramco's Trade

School. Such instruction requires patience since many students are illiterate, and verbal teaching is limited by most Americans' small knowledge of Arabic.

LIFE IN ARABIA HAS ITS POINTS

Aramco's Americans call Arabia "Land of Wajid Mafi"—meaning the Land of Plenty of Nothing. Despite all Aramco can do for them, long duty in a primitive country makes for periods of boredom and an occasional feeling that they are living in an exotic vacuum. Like most other colonists they spend their private lives apart from the natives. This is agreeable to both since American and Arab ways of life are as different as desert oil and oasis water.

The American colony includes 1,400 at Dhahran's oil field and company headquarters, 1,000 at Ras Tanura refinery, 900 at Abqaiq oil field and 300 scattered elsewhere. It would be bigger if Aramco did not have a housing shortage. But some 375 families are now among the colonists. New workers once had to wait two years before families could join them; now it is a year or less. Families get air-conditioned houses or apartments, single workers pleasant dormitories. They all find the desert depressing when *shamals* (dust storms) cover porches with dry silt or when hot winds from the Persian Gulf bring drenching humidity, but they can escape to Europe or Beirut for short leaves if life becomes unbearable. Children thrive on the climate, in which the temperature stays near 50° F. in winter and hits a high 115° in summer. There are swimming, golf, bowling and amateur dramatic clubs to keep the spirits up. Their foreign pay also helps: it is 25% above home rates, and they escape U.S. income tax.

Aramco has 300 single girls who often find both adventure and eligible males in the desert. Of the first five Aramco girls who arrived in 1943, four are still there—three with Aramco husbands. How the Americans live in the desert is shown on this and the following three pages.



BIGWIGS' DINNER for visiting Aramco President W. F. Moore (facing camera) brings executives

and wives to the home of company's top man in Arabia, Manager James MacPherson (back to camera).



COMPANY STORE, operated like a modern U.S. food market, gives Aramco families a full selection

of familiar canned and packaged foods 8,000 miles from home. Cost-of-living bonuses offset high prices.



ARAMCO GOSSIPS trade talk beside a hedge of the type planted to beautify U.S. area of Dhahran.



SCHOOL PLAY is based on *Arabian Nights* tale of Scheherazade and the Caliph and casts a construc-

tion supervisor's daughter, Linda Lee Killian, 8, in leading role. This school has 45 pupils in kindergar-

ten and grades. Next fall for the first time Aramco hopes to have a high school for employees' children.



FAMILIAR PUZZLE—which wallpaper to choose—occupies Mrs. Fred Abbott in her Dhahran home.



ARAMCO FAMILY, Fred and Jeanne Abbott and their children, Fred Jr. and Carol, recently moved

into their company-built new home (background)—a type which gives Dhahran a fresh suburban look.



BEDOUIN HOSTS delight Arab Relations Director Thomas Barger (*front*), his wife and friends on a desert picnic. Aramco thinks such visits please the Arabs too.



DHAHRAN POOL provides distilled-water swimming (*background*) for American employees. This was Saudi Arabia's first pool. Finance minister has one now.

ARAMCO CONTINUED



ARAB HEADGEAR makes fine Persian Gulf beachwear for Brooklyn Stenographer Jean Trigwell, 24. Her swim-suit bra is a *ghutra* (turban), her cap a *ghufia*.



AMERICAN PATTERNS reach Aramco by mail, keep dorm girls busy. Irene Bevelhymer (*left*) fits Billie Deam's new housecoat while Marjorie Ashley knits.



GOLF IN ARABIA is replete with majesty and hazards. Aramco Americans' 18-hole desert course is crossed by subsidiary pipeline which carries crude oil 34

miles from Dhahran to Bahrein refinery. Here a red ball, gleaming against sand, is well trapped between the double pipes. Arabs think all Aramco golfers are mad.

CONTINUED ON NEXT PAGE

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Quite a dish

TO SET BEFORE A HUSBAND



Want to give him that happy look of a small boy with butter on his chin? Then set him down to a piping dish of Niblets Brand whole kernel corn, always farm-fresh and tender. It's grown from special seed (D-138) by a scientific system of Flavor Farming . . . it's "packed at the fleeting moment of perfect flavor." Kernels from four golden ears in every can.

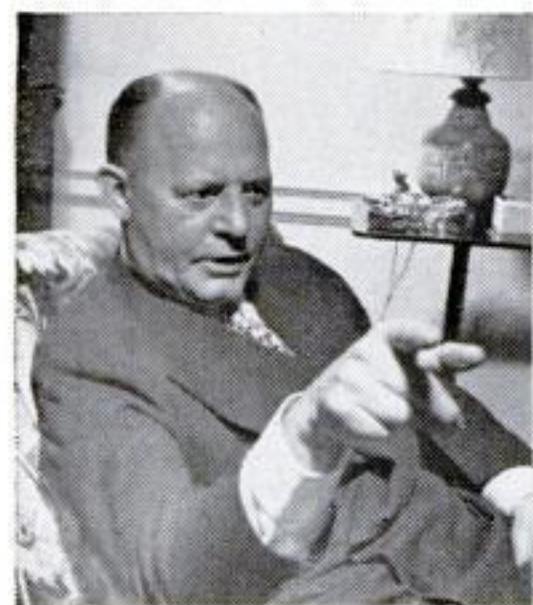
Listen to the Fred Waring Show on NBC every Friday morning for the Green Giant

NIBLETS *whole kernel* **CORN**
BRAND

© MVCCo. "Niblets" and "Green Giant" Brands Reg. U. S. Pat. Off.

Minnesota Valley Canning Company, headquarters, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ontario. Also packers of Green Giant Brand peas.

POLITICS HAS A PART IN INTERNATIONAL OIL



JAMES A. MOFFETT

(above), a long-time friend of Franklin D. Roosevelt. In a federal court in New York in February a jury decided that Aramco should pay Moffett \$1,150,000 for services which involved using his influence with F.D.R. on Aramco's behalf. Moffett already had outlined his story in Washington for the U.S. Senate's Brewster committee, investigating sale of Aramco oil to the U.S. Navy. The story, as it developed in Washington and New York was this:

In 1940 the King of Saudi Arabia (below) found his revenues badly thinned because Europe's war, nearing the Middle East, had cut off the profitable flow of pilgrims to Mecca. With this trade lost, the king needed \$10 million from other sources; he could raise \$4 million from Britain. He asked Aramco for \$6 million. Aramco already had advanced the king \$6.8 million more than he had coming from royalties, but it was afraid to turn him down. Moffett, chairman of two affiliated oil companies, talked it over with Aramco's president. In April 1941 Moffett put Aramco's problem to his friend at the White House.

At F.D.R.'s request Moffett obtained an offer from Aramco: If the U.S. would advance \$6 million to the king annually for five years, the Navy could have petroleum products at attractive prices. But the Navy at that time did not feel that it needed Aramco's oil. Another complication also arose. When King Ibn Saud learned of the company's effort, he angrily advised Aramco that he "knew he could borrow money from the U.S. Government if he so wished, and that if he did so wish he would do so directly and . . . not restrict himself to requesting such an inadequate sum." Nevertheless Aramco and Moffett pursued their project.

Harry Hopkins wrote Jesse Jones, "... Some of it might be done under Lend-Lease although just how you could call that outfit [Saudi Arabia] a democracy I don't know. . . ." But temporarily another way was found. The U.S. was lending Britain \$425 million, and F.D.R. wrote Jones, "Jesse, will you tell the British I hope they can take care of the king of Saudi Arabia. This is a little far afield from us." An interested Standard Oil executive wrote, "... Perhaps something can be worked out to let the king know, and the British admit, that this is our money." Three years later, when Aramco warned of "increasing British economic influence in Saudi Arabia," the U.S. put Ibn Saud on direct Lend-Lease.



KING IBN SAUD

Moffett later charged that when Aramco finally did sell oil to the Navy, it charged \$25 million too much. Aramco replied that it saved the Navy \$26,500,000. The Brewster committee found Aramco had overcharged. This argument may never be settled, but Aramco is trying by an appeal to win the case over Moffett's pay. Aramco's attorney told the court during trial, "I have yet to learn that friendship with the President is a saleable commodity," and also argued, "This suit wasn't brought until Franklin Roosevelt's lips were sealed in death, but I wish to God he were alive today to tell this jury how he would have reacted to a suggestion that . . . Jimmy Moffett was telling that he was going to be paid for influencing the conduct of the President. . . ."

Moffett's lawyer summarized the plaintiff's case, "... This is indeed a sad commentary on the morals of big business. . . . They are . . . saying that this man has volunteered to do this job, a story that is absolutely and totally unworthy of belief." The jury's award of \$1,150,000 was far less than the \$6 million Moffett had asked, but he said, "I feel fine." If the award sticks he can count his long career in the oil business satisfactorily ended. Aramco knows its career is only started.



"It's time America had a really good shirt at a low price!"

Says S. Fordham Bixler, Vice President & General Manager, Orr's Department Store, Easton, Pa.

Up to now men have had to pay big prices for shirts made of soft, lustrous, luxury fabrics—shirts with the rich look and feel of expert tailoring to the last detail . . .

Now TruVal offers you fine custom-type shirts at prices that are far less than you've had to pay for this same quality. Newly developed production methods

— huge purchasing power — ever increasing acceptance and sales. That's how TruVal is able to give you more value per dollar than any other shirt on earth!

See your neighborhood TruVal dealer today for the finest quality — most complete line of — shirts, sportswear, pajamas and jackets!

Actual photo of TruVal shirt for only \$2.95--with Long-Life collar

Made of fine, selected combed yarn.
Collar guaranteed to outwear shirt body.
Cut fully for complete ease and comfort.
Buttons stitched 16 times to stay.
Regular and short point collars.
Sanforized. (maximum shrinkage 1%).
Shirts \$2.25, \$2.65, \$2.95, \$3.50 at men's stores and department stores coast to coast.

More value per dollar than any shirt on earth!



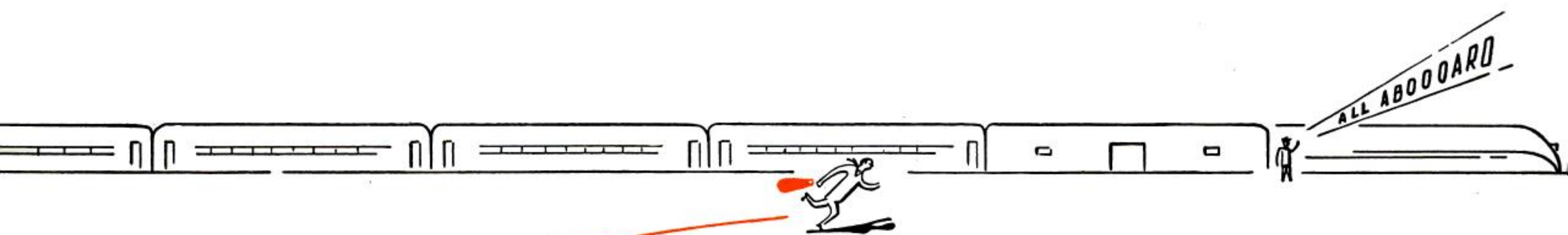
TRUVAL

TRADEMARK ®

SHIRTS • PAJAMAS • SPORTSWEAR

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speaking of LIFE...

TIME & LIFE

Red Pouch—Six nights a week a man with a large red pouch hurries through New York's Grand Central Station heading for the 20th Century Limited. Part of your next week's LIFE is starting on its way to the printers in Chicago. Saturday's pouch carries the Newsfront stories—the last

section of LIFE to go to press, and the reason why Saturdays are seldom calm in LIFE's editorial offices. A recent example was the Soviet's Molotov shift, which came over the wires Friday evening. The editors called for pictures—for every shot of Molotov available among the 2,000,000 pictures in LIFE's morgue. On Saturday morning there were 1,600 pictures ready for the editors' choice. The big picture news services were alerted and arrived with additional piles. Late news shots, just in by plane from Berlin, were rushed from LaGuardia Airport. Meanwhile writers and researchers were at work on the text, artists were making layouts for the new five-page story. It was in the Chicago-bound pouch on the Century that night, complete except for two pictures which had to be sent by wirephoto. Five days later, the LIFE issue carrying the story was in millions of mailboxes and on 90,000 newsstands—some of them thousands of miles away.

Merchant from Missouri—A Missouri merchant had a letter from LIFE recently reminding him that one out of five of his customers and potential customers reads LIFE according to the nation-wide average. He misread the figures. Thinking that LIFE had said *four* out of five, and being strictly from Missouri, he queried the first 300 customers entering his store. "Curiously enough," he wrote, "pretty close

to four out of five of our customers do read LIFE after all." LIFE's one-out-of-five figure came from the ninth report of a continuing study of magazine audiences. Through a similar study, a count has recently been made of the number of LIFE-reading families in the U. S. There are 14,950,000 of them, which means that each issue of LIFE is read in 36% of all the households in the country.

Vote of Interest—The leading weekly magazines, as you perhaps know, all showed an increase in circulation between 1940 and 1948. Their combined circulation gain was 4,529,666. LIFE's individual gain was 2,585,605. (Next highest was TIME, with an increase of 890,862.) Thanks.

Reader Detectives—LIFE readers seem to have a definite streak of Sherlock Holmes, even to the occasional use of a magnifying glass to ferret out any minor discrepancy that may have eluded LIFE's careful researchers. "That's no ancient musket, it's a modern shotgun," comes the word from over 1,000 keen-eyed readers. "The buttons on the general's blouse aren't old Army regulation," they write, or "Nathan



Hale was a bachelor, so how can you speak of his descendants?" Advertising as well as editorial pages share in this keen-eyed scrutiny. An advertiser who in all innocence described the giant Saguaro cacti around Gallup, New Mexico, was quickly informed there is no such thing. "Porcupines have single young, not a litter as you show in your ad," readers admonish, or "Those pistols in your illustration

would not have been in existence in 1763."

LIFE Round Tables—Following the first LIFE Round Table, *The Pursuit of Happiness*, reported in the July 12, 1948 issue, clubs and community groups began asking for guidance in conducting similar round table discussions. This led to LIFE's booklet, *A Guide to Your LIFE Round Table on The Pursuit of Happiness*, which gives the general procedure for setting up such discussion groups. It's now available without charge as an aid to clubs planning



their next season's programs. Other subjects which have been covered by LIFE Round Tables are *Modern Art* (Oct. 11, 1948) and *Housing* (Jan. 31, 1949), and more are now under way. The technique for LIFE Round Tables was developed by Russell Davenport, who acted as moderator. For the complex subject, *The Pursuit of Happiness*, there were four preliminary discussion groups, each lasting one evening. Their findings were turned over to the "final" Table, a panel of eighteen men and women, whose varied backgrounds assured a well-rounded and informed discussion. They met in a series of sessions which added up to some fifteen solid hours of debate. An interesting extension of *The Pursuit of Happiness* Round Tables is the current series of student panel discussions at Temple University, Philadelphia. With Russell Davenport as moderator, there will be five sessions at which forty-eight students will have an opportunity to give the point of view of youth on this basic human problem.

Andrew Heiskell publisher of **LIFE**



THE NEW RICHARD WIDMARK MAKES HIS FIRST APPEARANCE IN A SYMPATHETIC ROLE AS THE FIRST MATE ON A WHALING SHIP IN "DOWN TO THE SEA IN SHIPS"

WIDMARK THE MOVIE VILLAIN GOES STRAIGHT

With the release of a modest little movie epic called *Down to the Sea in Ships*, the career of Hollywood's ranking dyed-in-the-wool villain reaches a turning point. In this film Richard Widmark goes straight. As a villain he was not the currently fashionable, Burt Lancaster kind of heavy: a basically good man, a little slow, who is led astray by social conditions or evil companions. Like Lon Chaney, Widmark was endowed with an unexplained, unprovoked, wholly natural depravity. He was one of the last of the breed to be just plain bad.

His career of wickedness began in 1947 when Director Henry Hathaway was looking for someone to play the morphinomaniac sadist in *Kiss of Death*. Widmark, a clean-cut 32-year-old from Sunrise, Minn. who had been a college instructor and leading man in some Broadway and radio plays,

came in to apply. "Nothing doing, too intellectual," said Hathaway. But when the actor put on a wig that reached down almost to his eyes and sneered and giggled, the director knew he had what he was after: a peep into a terrifying, subhuman world. Widmark got the part, pushed an old lady in a wheelchair downstairs and became a star overnight. Later he was a girl-beating gangster (right) in *The Street With No Name*, a backwoods entrepreneur who framed his best friend in *Road House*, a desperado who tried to murder all his friends in *Yellow Sky*.

Now all is past and the new Widmark appears (above) fresh, frank and smiling, a red-blooded right-minded American. His next picture, *Slattery's Hurricane*, offers him another sympathetic role, so it seems as though the screen's prize sadist has gone over permanently to the side of the righteous.



THE OLD WIDMARK at work in *The Street With No Name*, knocks the daylights out of his girl friend.

"I'd be lost without it!"

Strongheart's "RETURN-ME" all-metal barrel attaches to dog's collar. Cap unscrews and inside is owner's name, address, phone number. Your pet is returned to YOU, not the pound.



And girls, it's grand for charm bracelets, too! Send coin and labels to address on can.*

Just 25¢ and 3 STRONGHEART dog food labels!



More tailwags per can! Strongheart's proved formula of balanced ingredients has nourished America's dogs for over 18 years. Buy Strongheart's GRADE A QUALITY dog food today. IT'S THRIFTY, too!



it's thrifty, too!

*Offer expires July 1, 1948. Void where restricted. Good only U.S. & territories. DOYLE PACKING COMPANIES, Los Angeles, California, Kansas City, Mo., Moline, Ill., Long Branch, N. J.

Widmark CONTINUED

"SHIPS" IS AN INSPIRATIONAL WHALING STORY

The movie which introduces the new Widmark, *Down to the Sea in Ships*, is an inspirational and practically womanless remake of an old (1923) Clara Bow picture. Widmark plays a mate on a whaler caught in a conflict

of loyalties between the tyrannical old captain and the captain's sea-struck grandson. The film too often smells more of the Hollywood sound stages than of the sea but has some exciting scenes of danger and heroism (below).

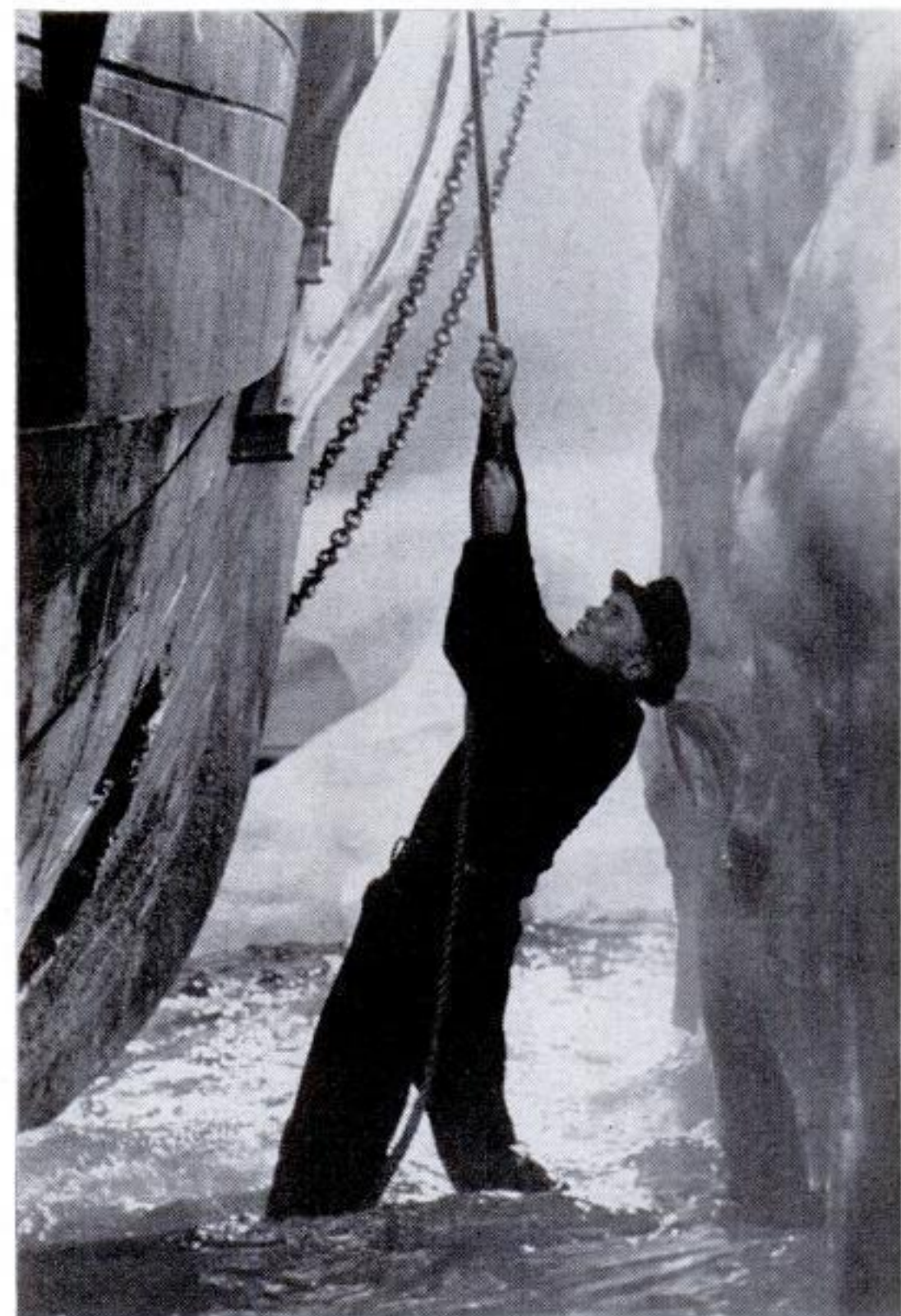


THUNDERING CLIMAX of *Down to the Sea in Ships* comes when the whaling ship, *Pride of Bedford*, sailing with a dying

captain through foggy waters in the South Atlantic, suddenly finds itself in imminent peril of running against a huge iceberg.



WIDMARK AT THE HELM tries to make the whaler veer away from the menacing shape of the huge iceberg up ahead.



WIDMARK ON A ROPE goes down into the icy water to try and patch the great hole torn by the berg in the vessel's side.

CONTINUED ON PAGE 85



ENGRAVED BY OLD CROW FROM AN ORIGINAL PAINTING BY EDWARD A. WILSON

JAMES CROW DISCOVERS HIS SPRING, 1825

On Glenn's Creek, near Frankfort, Kentucky, Old Crow whiskey continues to be made today, using the same limestone spring used by founder James Crow.

OLD CROW

Kentucky Straight Bourbon Whiskey.

There is in Old Crow a matchless quality and taste which only rigid adherence to time-honored methods and standards can preserve. That is why today, as for the past hundred years, men enjoy the mellow goodness of this famous whiskey.

A TRULY GREAT NAME

Among America's Great Whiskies



100 PROOF • NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK

*There's a
gayer sparkle
underfoot*

1949 GLO-COAT



Brighter than ever... Better than any!



Now for your floors

**A BRIGHTER
GLOW**

Almost twice the shine
as before... and the true wax shine
lasts almost twice as long!

**A LONGER-WEARING
GLOW**

Tough extra wax protection—
spilled things wipe up jiffy-quick
without spotting or removing
the wax finish!

**THAT'S QUICKER
EASIER TO APPLY!**

Spreads evenly, never streaks,
goes farther. And
Johnson's Glo-Coat shines itself
without rubbing or buffing!



Your dealer has the 1949
Glo-Coat on his shelves now
in the familiar red and
yellow container.



America's finest self polishing wax
is now better than ever—thanks to
an exclusive new blend of waxes not
found in any other self polishing wax.
These brighter-shining, longer-wear-
ing, work-saving waxes... are espe-
cially made to put a grand new gleam
on America's floors. There is still no
rubbing or buffing, you just apply
Glo-Coat and let it dry. Tomorrow—
try 1949 Glo-Coat—you'll like it bet-

ter than any self polishing wax you've
ever tried. You'll be so pleased at the
way it glorifies your floors (whether
linoleum, rubber tile, asphalt tile, or
varnished wood)... you'll get a real
"glow" out of the new glow in
Johnson's Glo-Coat.



Every week enjoy
radio's brightest half hour:
Fibber McGee & Molly,
Tuesday evening, NBC—
see your paper for local time.

Outsells any other floor polish more than 2 to 1

Try it! You'll agree—there's a New Glow in Glo-Coat!



THE OLD SEA CAPTAIN is played by Lionel Barrymore, who ponders what to do with his grandson: send him off to school or take him off whaling.



THE YOUNG GRANDSON (Dean Stockwell) is introduced by the mate to booklarnin', which is despised but grudgingly admired by self-taught old man.



LAST TRIBUTE to the captain, who dies after saving ship from the iceberg, is paid by the boy and the mate as another whaler hails them and sails past.

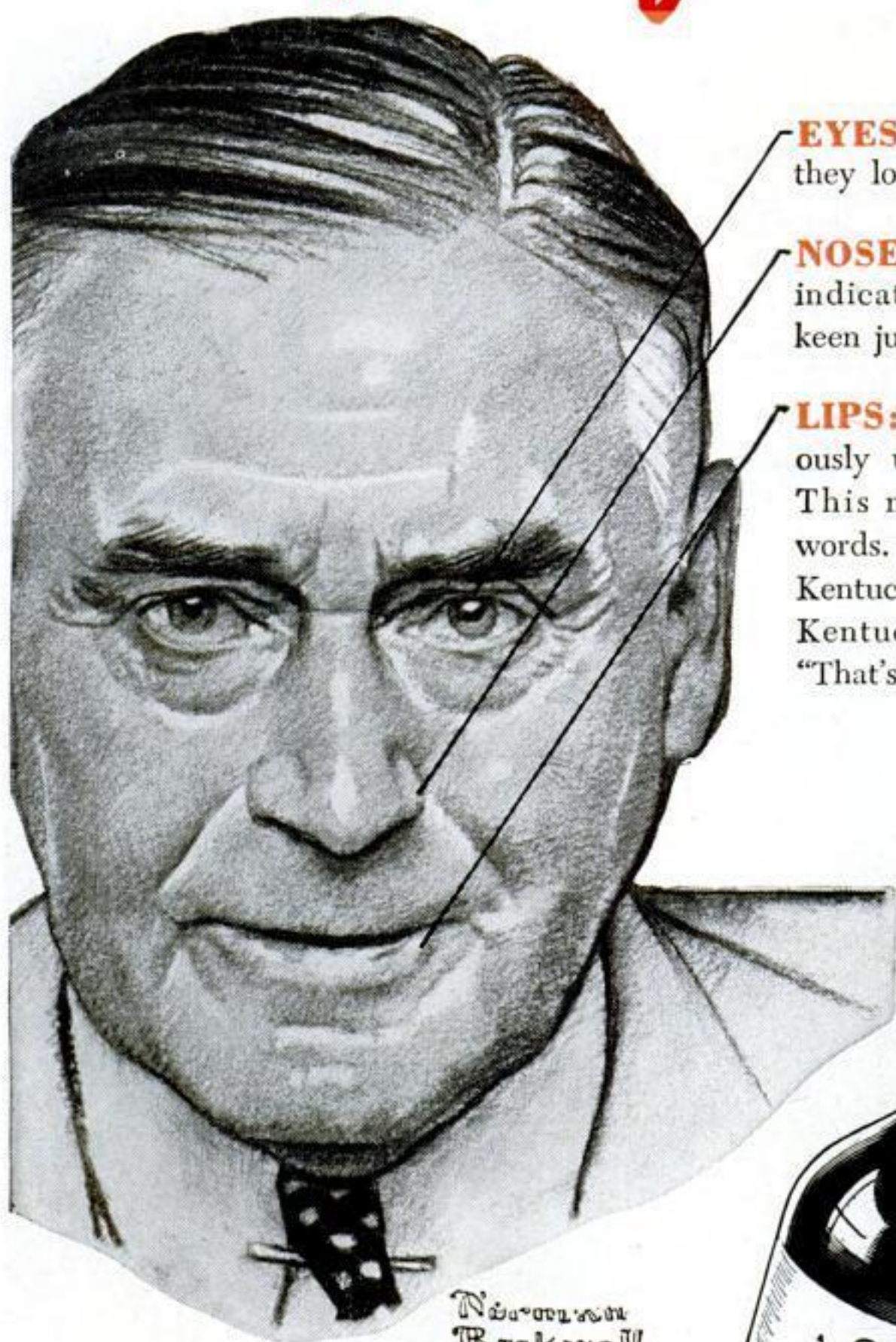
For a softer caress - try tender-touch **yes**

yes tender-touch tissues

yes the tender-touch

A finer facial tissue that's actually washed in pure, soft water to give it that soft, soft tender touch. Box of 300, 27¢

*Have you the face of a
successful man?*



EYES: Alert, thoughtful, they look facts in the face!

NOSE: Long, clean cut, indicates resourcefulness, keen judgment.

LIPS: Controlled, humorously upturned at corners. This man doesn't waste words. He savors Cream of Kentucky's "Double-Rich" Kentucky taste and says, "That's for me!"

NEVER
RUCKY

*Here's
a success story...*



**"DOUBLE
RICH"**

*Cream of
Kentucky*

"Double-Rich" from the heart of the Bluegrass

A Schenley
Mark of Merit Whiskey



BLENDING WHISKEY.
86 proof, 70% grain neutral spirits.
Copr. 1949, Schenley Dist. Corp., N.Y.C.

ART



BEFORE CLEANING, LADY WORE TURBAN, HIGH-WAIST DRESS

RETOUCHED DUCHESS

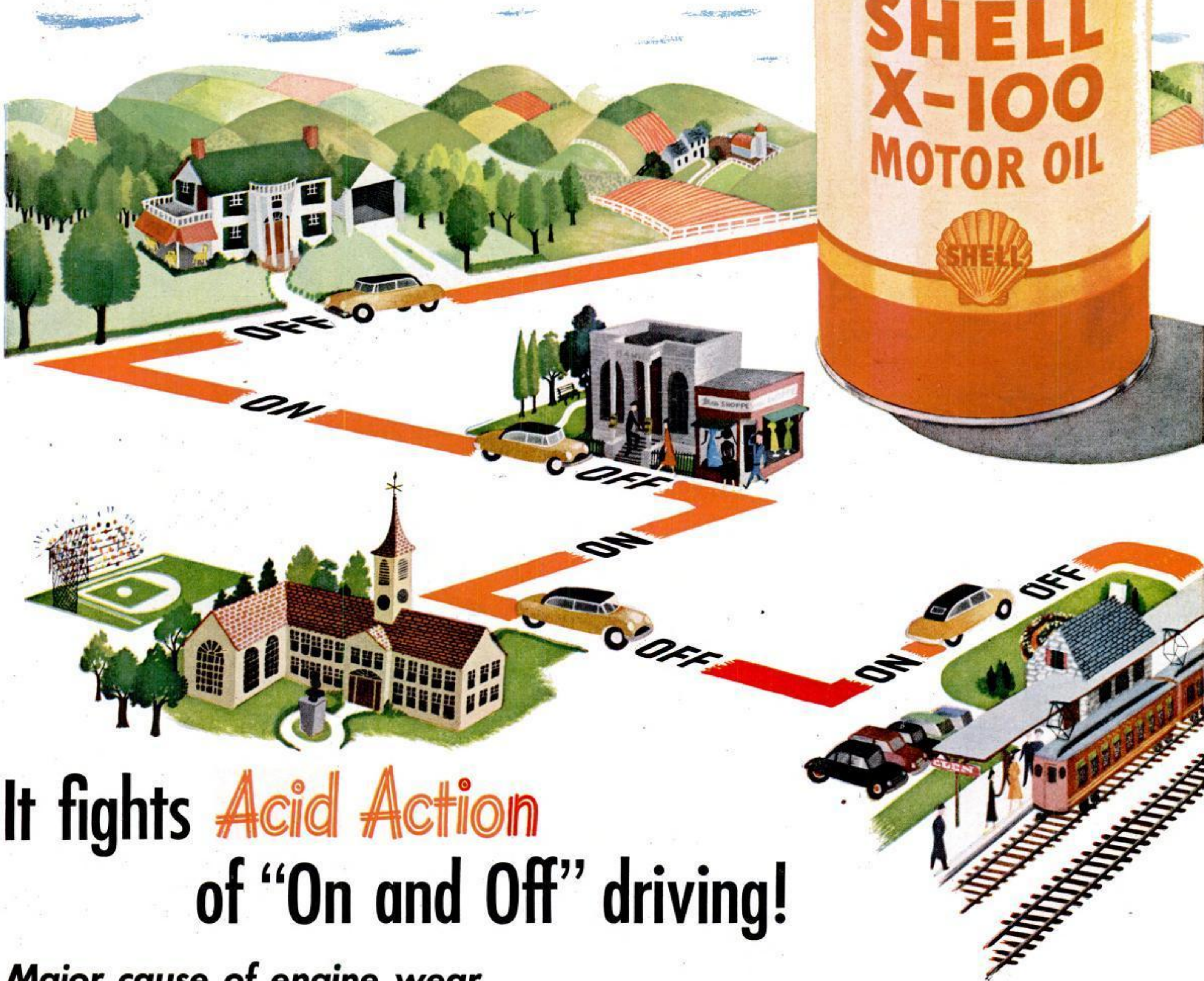
Goya's painting of his mistress gets new look

One of the favorite models of the Spanish painter Goya was the beautiful Duchess of Alba, who for 15 years was his mistress as well. Recently experts of the Ringling Museum in Sarasota, Fla. suspected that their portrait of the duchess had been tampered with by an unknown later painter attempting to make her looks conform to the fashion of his own time. Sure enough, when the painting was cleaned, the lady had lost a few pounds, a few years and a feathered turban.



AFTER CLEANING the sly-eyed Spanish duchess boasts new, gold-buckled belt, a tiny waist and a bountiful head of raven hair.

Change now to Shell X-100



It fights **Acid Action** of "On and Off" driving!

Major cause of engine wear

You may have thought it's friction that causes the most engine wear. Now it is known that this is *not* so!

It's Acid Action—chemical etching of engine parts that takes place in the low operating temperatures of today's "On and Off" driving!

In your short trips about town, to the bank, the school, the station—your engine is intermittently "On and Off" . . . runs for brief periods of time only. Hence it seldom warms up to efficient operating temperatures. It runs "cold." In these short

"On" periods, combustion may be incomplete and partially burned fuel gases and moisture attack the smoothly polished metal surfaces *chemically*. It's this biting Acid Action that accounts for up to 90% of your engine's wear!

Shell Research worked all out on this problem... developed a unique "X" safety factor to combat Acid Action. Now, 2½ million miles of road testing—and millions of miles of use by motorists—have proved conclusively that with this "X" safety factor Acid Action is effectively counteracted—engine life is prolonged.

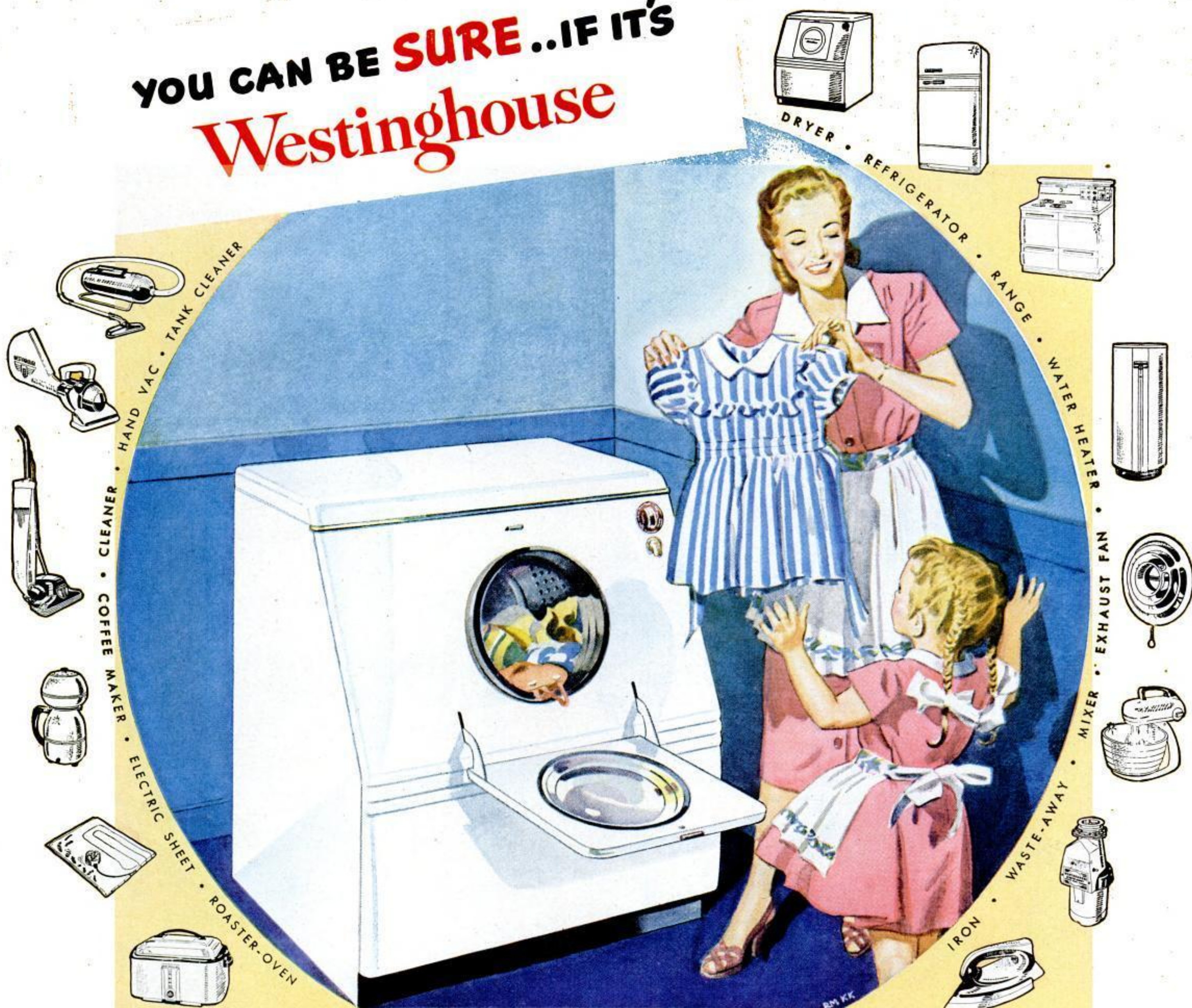
This triumph of Shell Research—another Shell

"first"—comes to you only in Shell X-100 Motor Oil. This oil, long famous for its ability to protect your engine under the stresses of sustained high speeds and extreme driving conditions, now has this added protection for every mile you drive. It is unequalled by any other motor oil, no matter its price.

Let your Shell Dealer drain, flush and refill your crankcase with Shell X-100 Motor Oil today.

It's incomparable!

YOU CAN BE **SURE**..IF IT'S
Westinghouse



SAVE HOT WATER AND SOAP with the new *Laundromat*

The New "Wash" Word is Laundromat! Here's why:

The Laundromat is Completely Automatic... Fills itself with water, triple-rinses, damp-dries, cleans itself and shuts off... *all automatically*. Water never touches your hands.

It Gets White Clothes Whiter... colored clothes brighter. Washes easier... cleaner. Convenient slanting front. No stooping, no bending. Easier loading and unloading.

Get the Proof Before You Buy! Phone your Westinghouse retailer. Arrange to see a load of *your* clothes washed *thoroughly clean*... the easy Laundromat way. It's free! Act today.



EXCLUSIVE

...only Westinghouse gives you the

WATER SAVER

... actually saves up to 10 gallons of water per load

Measures water to the size of the load... automatically! All you do is set the dial. Saves precious hot water, soap. A marvelous new Laundromat feature!

Buy the Laundromat... Install it anywhere... there's no vibration. No bolting to the floor is needed. **5-YEAR GUARANTEE ON THE SEALED-IN-STEEL TRANSMISSION**

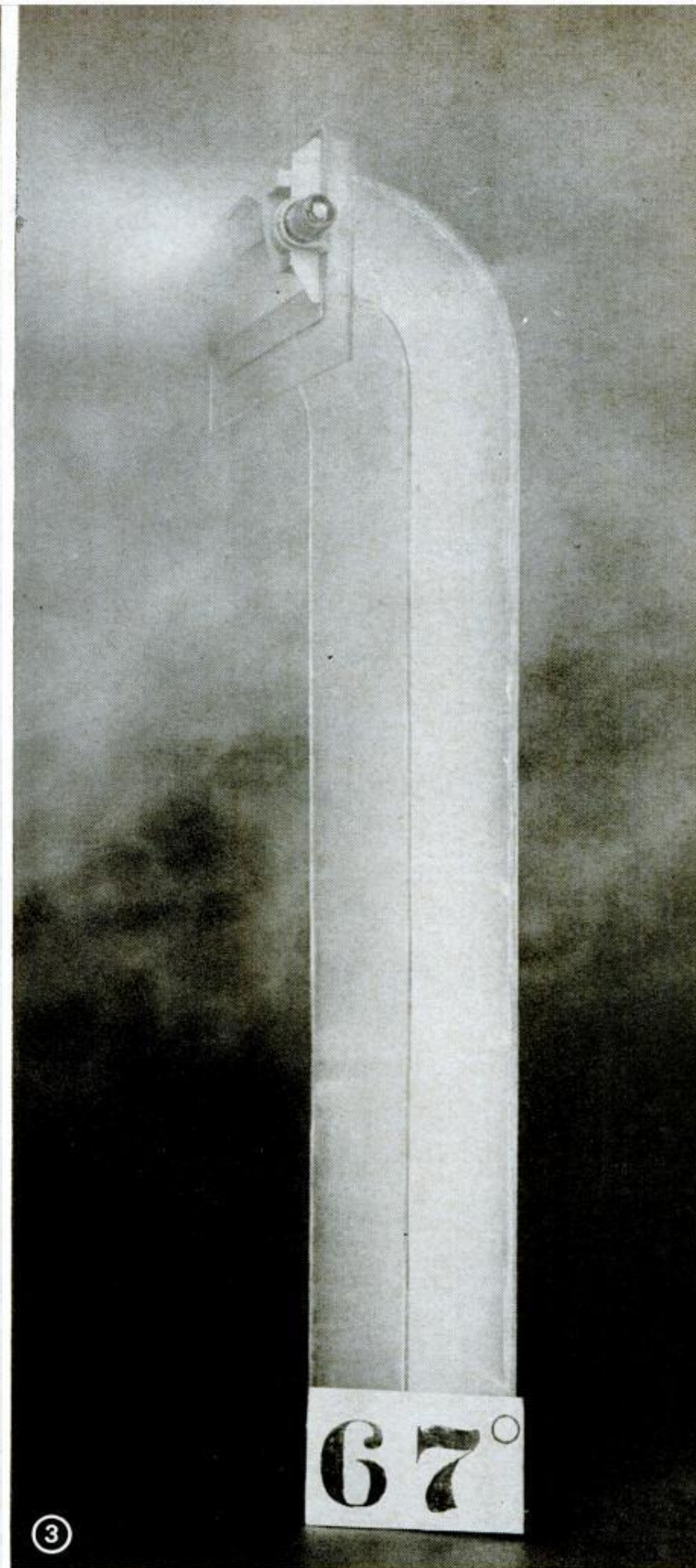
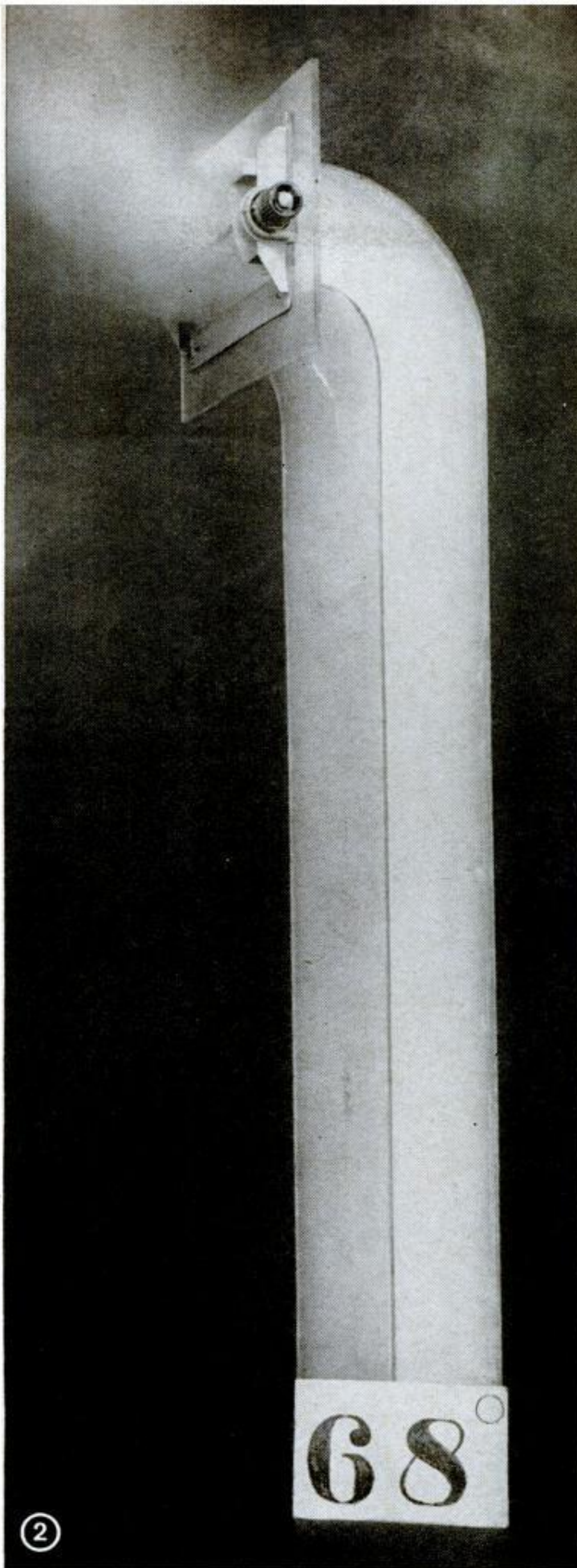
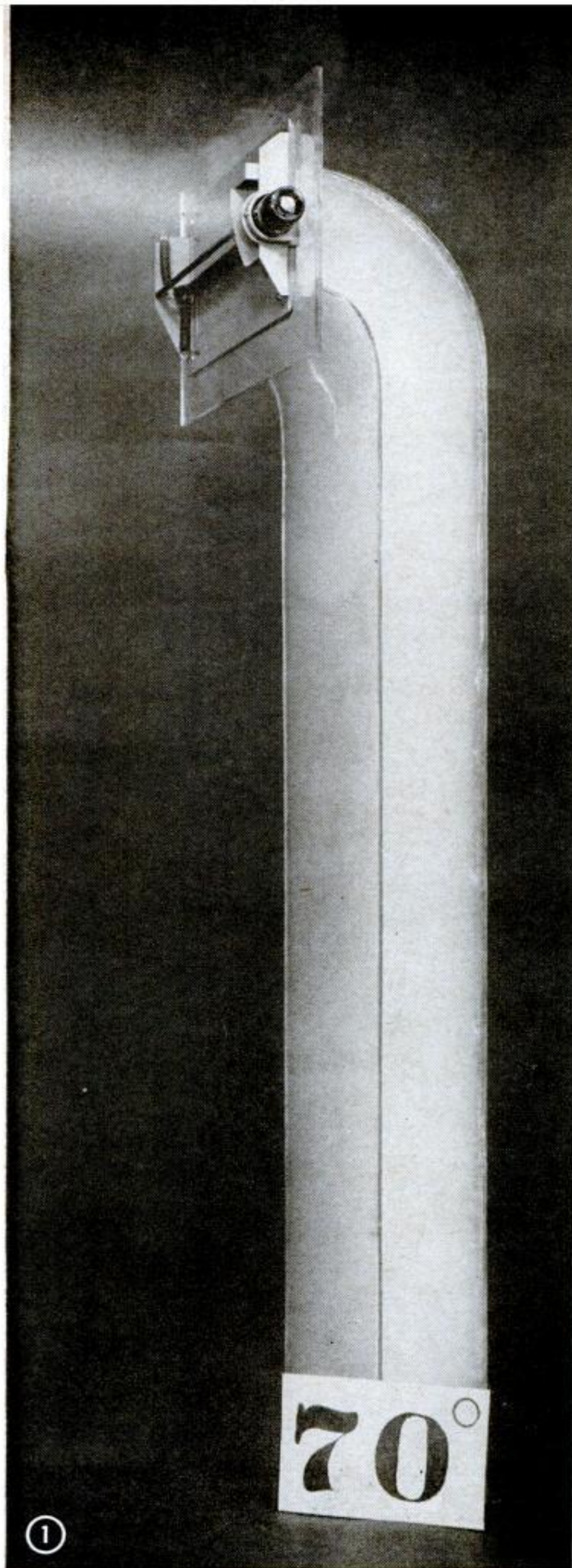
EVERY HOUSE
NEEDS A

Westinghouse *Laundromat* AUTOMATIC WASHER

WESTINGHOUSE ELECTRIC CORPORATION • APPLIANCE DIVISION • MANSFIELD • OHIO

Laundromat is a Trade-Mark, Reg. U. S. Pat. Off.

TUNE IN TED MALONE... EVERY MORNING, MONDAY THROUGH FRIDAY... ABC NETWORK



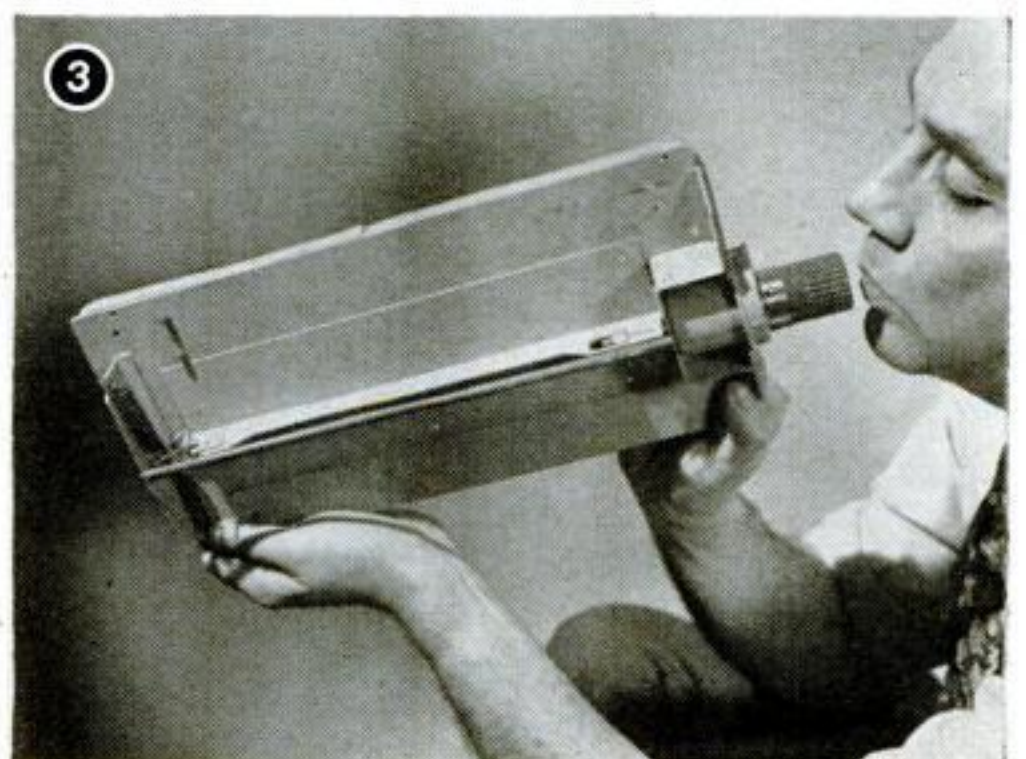
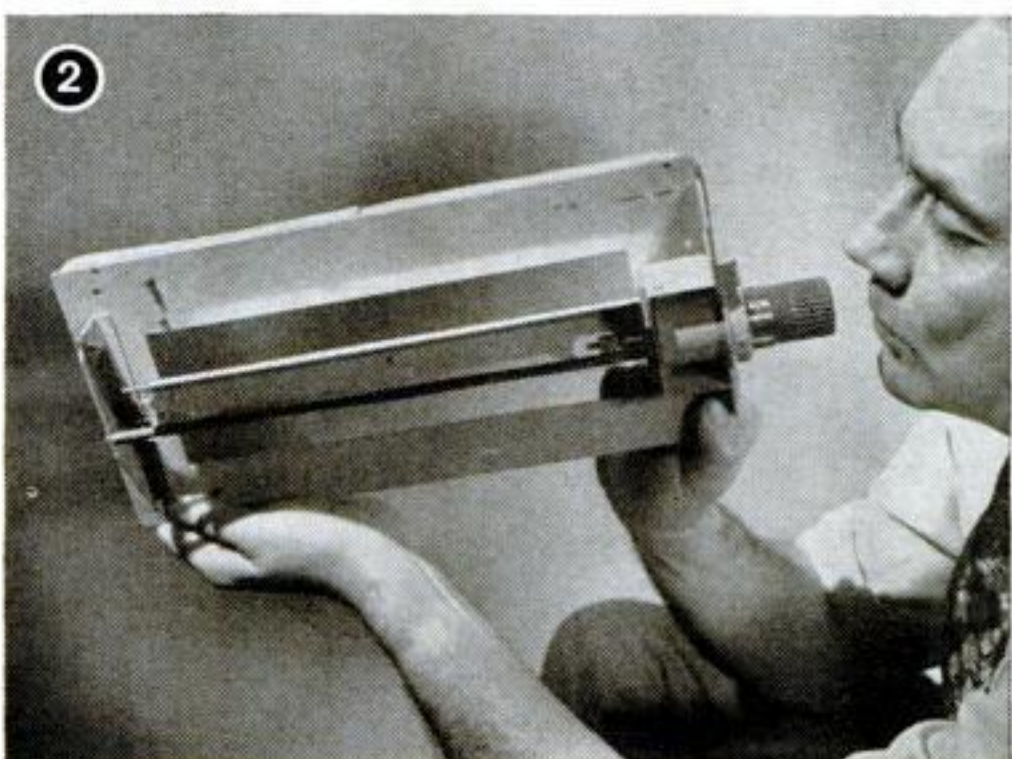
HOW REGISTER OPENS is shown in demonstration. Register, mounted on Pexiglas duct, is set at 70°. Room temperature, marked on card, is 70° (picture No. 1).

In this case only a small amount of warm air (mixed with smoke for visibility) is let in. As room temperature falls (Nos. 2 and 3) the register opens to admit more air.

HEAT METER

New register for home heating systems guarantees an even temperature for every room in the house

The forced warm-air heating system with its familiar ducts is the most popular in U.S. homes. It is cheap, rarely breaks down. But it has one fault: it often heats some rooms too much, others too little. This winter a new register solving this problem became available. Made by the Dole Valve Company of Chicago, it provides each room with its own thermostatic control. The new register (price: \$25) has a dial which can be set for any temperature from 60° to 80°. Once set the register keeps a room at this temperature by automatically opening and closing to admit or block the warm air from the furnace. Thus unneeded warm air, blocked at easy-to-heat rooms, pours into hard-to-heat rooms, warming them quickly—a process which makers claim can reduce fuel bills by 20%.



HOW REGISTER CLOSES automatically is shown here. Front view of register (picture No. 1) shows temperature-setting dial at right. In hollow center of dial is a

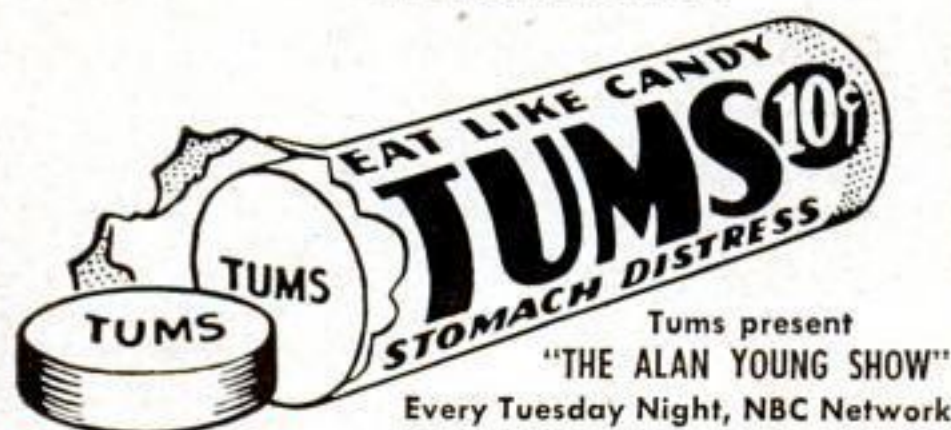
powerful thermostatic unit. In pictures with grille off (Nos. 2 and 3) man blows into hub, warming unit with his breath. The unit expands under heat and closes register.

When you Hurry...when you Worry
better take TUMS for
ACID INDIGESTION
Heartburn



Yes . . . better take Tums! Take Tums along, wherever you go—take one or two at the first hint of acid distress—and get almost instant relief from acid indigestion, gas and heartburn! There's nothing surer, nothing faster than Tums! And they're handy as candy mints. Nothing to mix—take Tums any time, anywhere. Remember—Tums contain no baking soda. No danger of overalkalizing, no acid rebound. Get Tums today—always have them in your pocket or purse. Still only 10¢ a roll; 3-roll package, a quarter.

Quick Relief for
ACID INDIGESTION
HEARTBURN



for the tummy

Try one or two Tums after breakfast. See if you don't feel better!

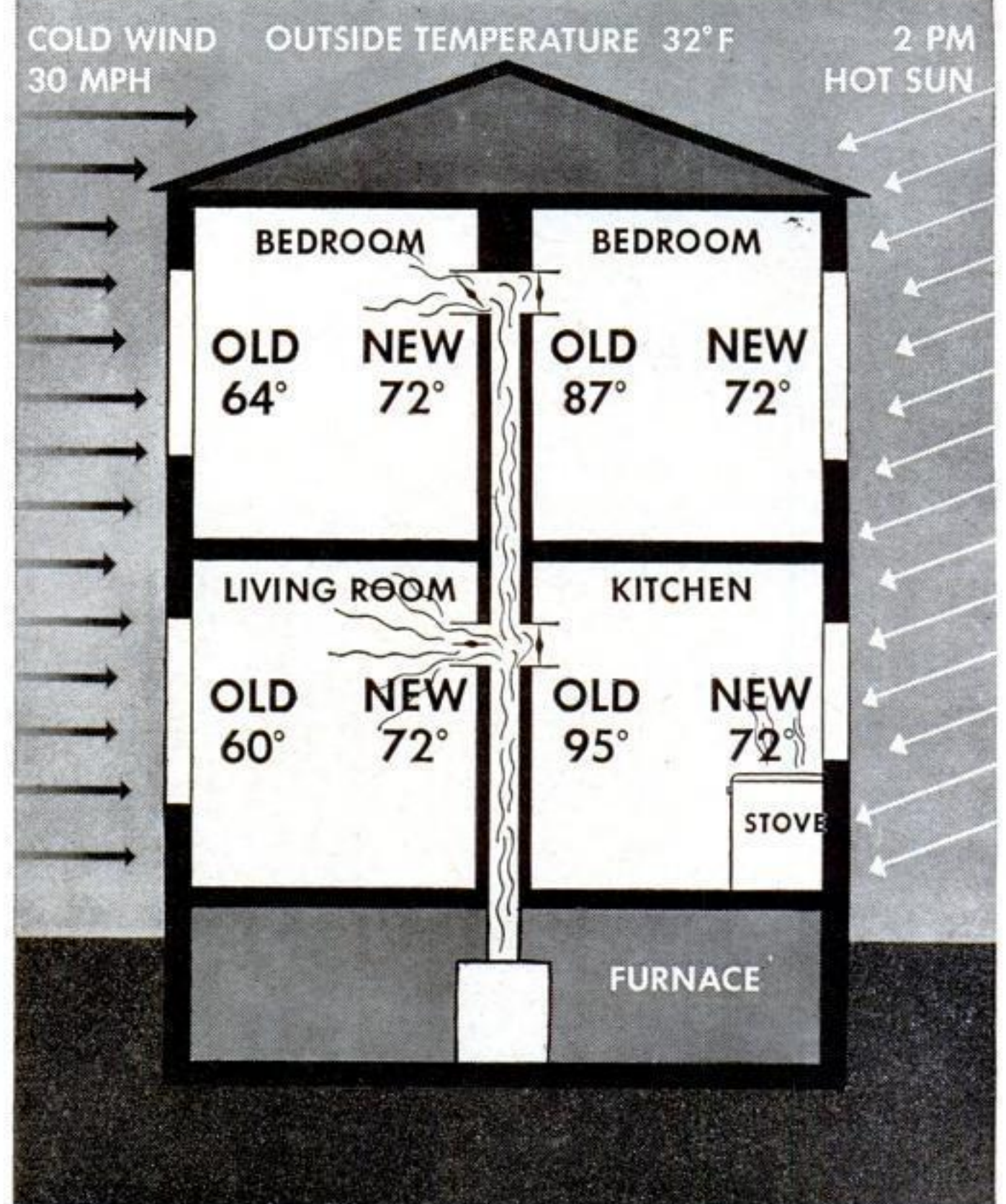
TUMS ARE ANTACID—NOT A LAXATIVE

When you feel bad due to constipation, use dependable Nature's Remedy—NR Tablets. Nature's Remedy is mild, purely vegetable—relieves constipation without the usual griping, sickening, perturbing sensations.

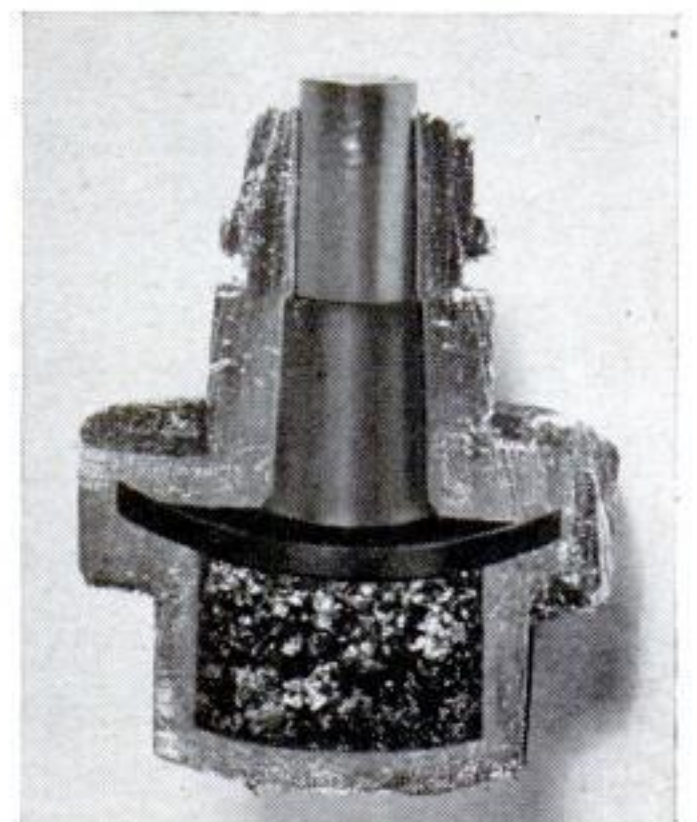
Get a box today. You'll be convinced.



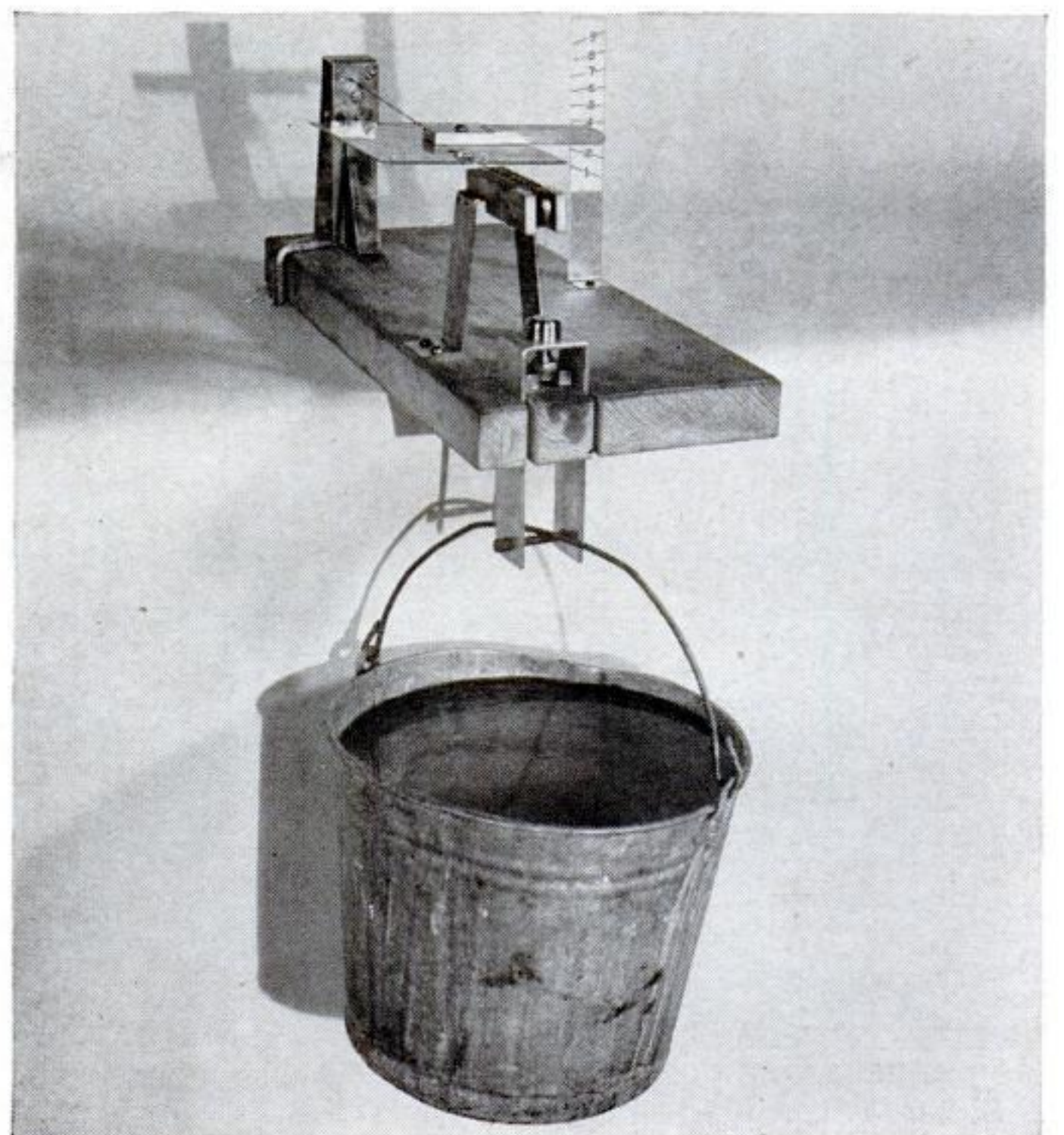
Heat Meter CONTINUED



HEATING DIAGRAM shows how registers control heat. With ordinary registers (OLD) warm air from furnace flows almost equally to all rooms, making sunny rooms (right) too hot while windy rooms (left) are cold. With Dole registers (NEW) extra heat blocked at warm rooms flows to cold ones.



THERMOSTATIC UNIT of new register is shown cut in half (right). Mixture in base swells under heat forcing plunger (top) up and closing register through lever system. As unit cools plunger recedes, register opens. Thermostatic unit (edge of board, below) is strong enough to lift pail of water.



Pre-Tested TO GIVE REAL VALUE

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ALL 3

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**YES, IT'S
TRIPLE-ACTION**

* High Viscosity Index — the lubrication engineer's term for high resistance to change in body under extremes of heat and cold.



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Triple

WORLD'S LARGEST SELLER — BETTER

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NEW Mobiloil gives

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1. EASY STARTING

Here's fast engine turnover — instant flow of lubricant to all moving parts. With New Mobiloil, your engine turns over quickly, operates smoothly. This great new motor oil's high V.I. and rich lubricating qualities result from years of advanced research by Socony-Vacuum.

2. FULL PROTECTION

New Mobiloil's choice selected stocks and "built-in" cleaning properties mean unsurpassed protection against friction, wear, and harmful deposits. Socony-Vacuum pioneered with solvent-refined motor oils and effective detergents to keep engines cleaner.

3. MAXIMUM ECONOMY

Special refining processes remove undesirable elements—put in effective agents that retard corrosion, reduce "inside" troubles. Result: long-time money savings in terms of fewer repairs, greater operating economy.

-Action!

THAN EVER!



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Fine Milliken woolens and worsteds (100% virgin wool) are fashion-right and quality-right... easy to tailor and easy to wear. Ask for Milliken in the clothes you buy, the fabrics you sew. MILLIKEN Woolens, 450 Seventh Avenue, New York 1, N. Y.





PERCHED ON AN UNLIKELY HOBBY HORSE IN SANTA ROSA MOUNTAINS, JOY LANSING RELAXES FROM HER WORK OF PLAYING DUMB BLONDE FOR TELEVISION FILMS

TELEVISION FILM QUICKIES

Movie shorts are ground out fast and cheap to supplement live programs

While Hollywood movie-makers are still hotly arguing about what television is threatening to do to their livelihoods, a whole new crop of movie producers has sprung up to turn the threat to their advantage. They are the makers of "quickie" television films whose ranks have recently been joined by oldtime movie-maker Hal Roach (Our Gang comedies). Adapting movie techniques to the special requirements of television, Roach has already turned out six shorts, most of which, like his old movies, are full of pie-throwing, mischievous small

fry and pretty girls. By all odds the prettiest is Joy Lansing (*above and cover*), whom Roach hopefully thinks of as a sort of latter-day combination of Thelma Todd and Jean Harlow.

Most successful television film-maker so far is a tenant of Roach's film studio called Grant-Realm Television Productions, which causes popped eyes in Hollywood by grinding out a complete 26-minute story every two days for \$8,500. One of them won television's equivalent of an Oscar—the first Emmy. To see how Realm does it, turn the page.



A LOW-COMEDY SCENE is played by Joy Lansing (*left*), Lois Hall in a Roach short called *Sadie and Sally*.

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Here are the overalls that can pay for themselves 50 times over—or more—by preventing costly losses. Note, too: these overalls feature extra heavy denim for long wear...graduated custom sizes for proper fit and comfort...Sanforized...*a new pair free if they shrink*. Remember, only Crown and Headlight Overalls are certified for quality by United States Testing Co. Buy a pair of Crown or Headlight Overalls now and enjoy the convenience, comfort and protection you get only in these garments.

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Quickies CONTINUED

SHOOTING SCHEDULES ARE TIGHT, TRICKY AND HARD ON EVERYBODY

A graphic sample of Grant-Realm's headlong production speed and shoestring economy is shown here. In four days (Feb. 21-24) the company finished up one short based on a vintage short story classic, like most of the firm's films, shot the whole of another and got well into a third. Only one sound stage equipped with five key sets was used. To save time the camera hopped from one set to another, shooting a scene involving only one or two actors and then quickly shooting another with the rest of the cast on a second set while the first group of actors hastily made costume changes. This is rather hard on the cast, crew and directors and makes it almost impossible to shoot scenes in story continuity. But because everybody on the lot foresees a bright future for television films even the stars are willing to work for as little as \$55 a day.



NEW FILM STARTS right off the second day with *Birthday of the Infanta*, a story about a dwarf's tragic love for a princess using old *Joan of Arc* sets.



THIRD DAY'S SHOOTING begins with much-used type of television shot: three-quarter-figure close-up which gives perspective without losing detail.



"INFANTA" IS FINISHED after regular hours with a silent scene which requires no overtime for a sound crew. Scene is actually movie's opening one.



1 **COMPANY FINISHES** film based on Mark Twain's *Million Pound Bank-note* on Feb. 21. Slate held before camera shows date and time of each take.



3 **END OF SECOND DAY'S SHOOTING** finds *Infanta* half completed. TV directors rarely go in for long shots, confine action to small groups like this.

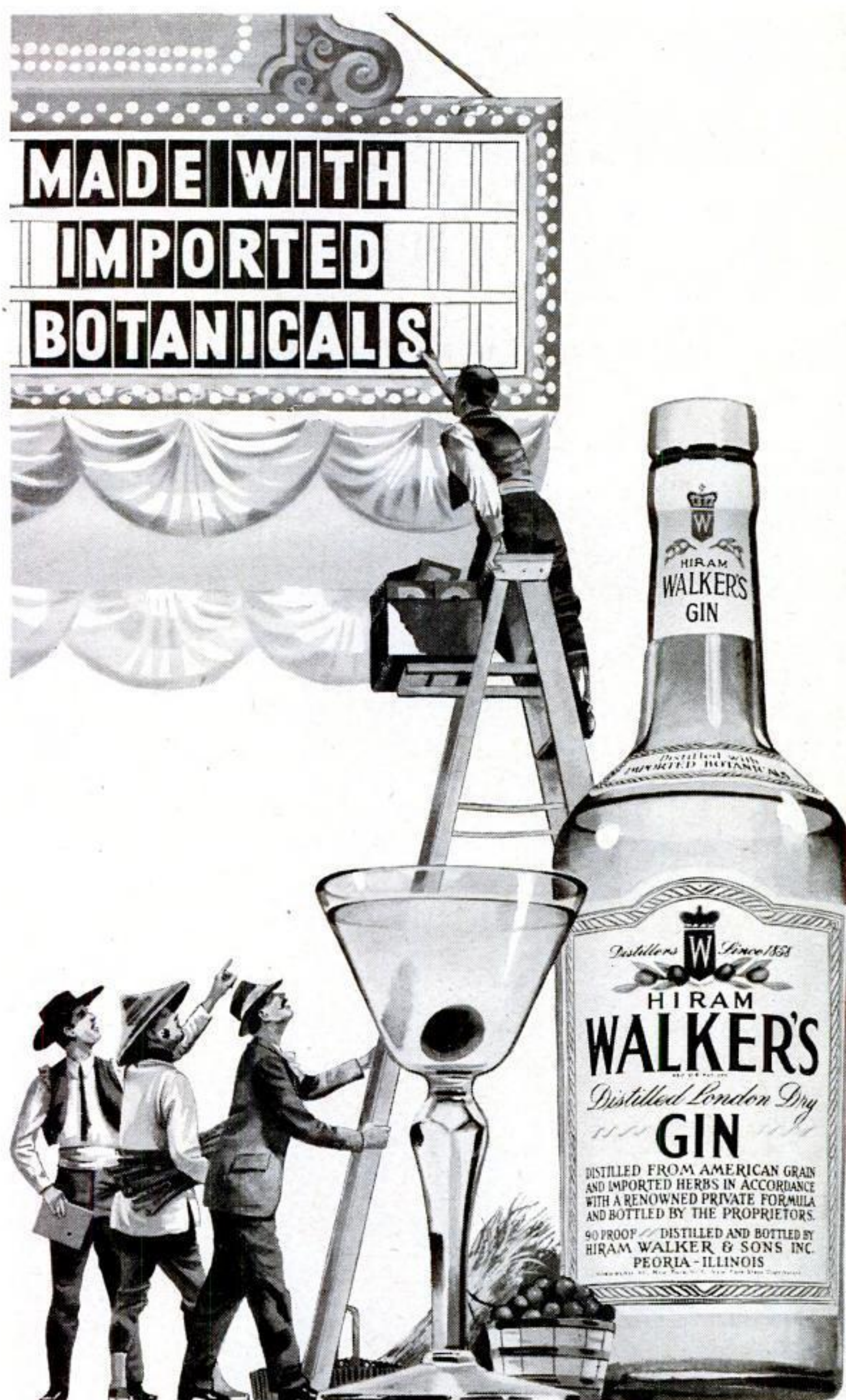


5 **WOODSY SCENES** like this, made during the third day's shooting, are infrequent in television films because foliage is apt to blur badly on TV screens.



7 **WEEK'S THIRD FILM** begins next day—*The Bishop's Experiment* with an entirely new cast. This short, like the others, was completed in two days.

CONTINUED ON NEXT PAGE



**This Martini makes a hit
with any audience**

Cassia from China...

Valencia peel from Spain...

Juniper from Italy...

The world's finest vintage year herbs and berries...

Add American grain spirits—and Hiram Walker's 91 years distilling skill...

There you have a gin that gives every gin drink top billing.

HIRAM WALKER'S Distilled London Dry **GIN**

90 proof. Distilled from 100% American Grain. Hiram Walker & Sons Inc., Peoria, Ill.

One cream is all you need for a complete beauty treatment when the cream is Jergens Face Cream enriched with new and precious Vitone.



Vitone your skin for younger-looking beauty



Smooth on Jergens Face Cream enriched with Vitone... a skin-smoother called finer than Lanolin itself. You'll be amazed at the deep-bedded dirt this deep-cleansing cream loosens. You'll be surprised at the new softness this Vitone-rich cream brings to your skin.

Jergens Face Cream acts as a deep cleanser, a softener, a dry skin cream, and a powder base! Yet this luxury cream costs no more than ordinary creams. 20¢ to \$1.39 a jar (plus tax).

Doctors' tests show 8 out of 10 complexions improved with **JERGENS FACE CREAM!**

BESTFORM

no finer fit
at any price

**to minimize
your waist-line...**

Bestform's all satin,
Talon zipper figure molding
girdle, featuring "swing-back"
elastic band for a flat
midriff and vertical stretch
back. At fine stores.

Style 5664-16", sizes 26-34. \$6.95
Style 5464-14", sizes 25-32. \$6.95
In white, nude and blue.

Quickies CONTINUED



REHEARSALS for *Infanta* are held in Director Sobey Martin's plain office while Grant-Realm's other director shoots *Million Pound Banknote*. Executives, all movie veterans, pay themselves slim salaries, hold their staff to 23.



CLOSE-UP positions are contrasted in double exposure of Director Martin, who shows camera positions for movie (left) and television close-ups. Latter fill screen more completely than movie close-ups, bring faces right into room.



TELEVISION STUDIO SETS are small, hot, compact and efficient. Here Hal Roach (in dark glasses) with tiny crew directs a scene for *Sadie and Sally*, a film which took only one day to shoot, involved three characters and a dog.



For 109 years in Canada, now a product of U. S. A., too

Enjoy the full, delicious flavor of this light, bright, golden ale
... Let the jolly Red Cap remind you to call for Carling's.

What could fit into an evening at play better than Carling's
...for good taste, good cheer and memorable refreshment?

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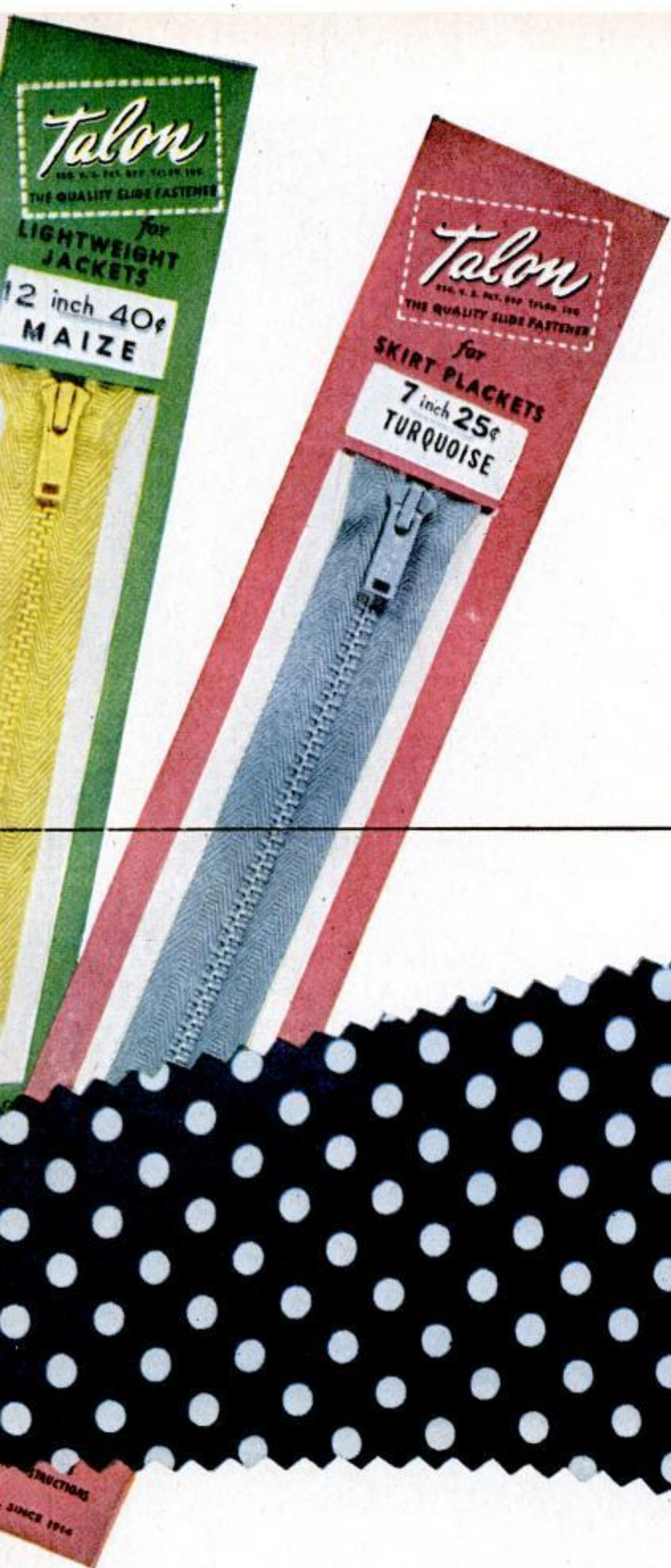
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You choose different fabrics for different uses...

Different patterns for different purposes...

You need different zippers for different closings, too!...

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fasteners alone
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*M. De Florette's Fencing
Academy, Philadelphia, 1763*



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THROUGH THE YEARS...**

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The Heritage Whisky

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JACKPOT!

GOLDEN RAIN OF MOTORCYCLES, GREAT DANES
AND ERMINE FALLS ON WEST PHILADELPHIA



THIS RADIO AND THIS TELEPHONE BROUGHT MRS. JULIA HUBERT \$35,250

REPEAT that please," said the master of ceremonies, Bert Parks. The millions of Americans who listen to *Stop the Music!* on Sunday nights all held their breath. "The Navy and the Army, the Army and the Navy," he cried. "That is the Mystery Melody!" The answer won the biggest jackpot in the history of give-away shows. Its value totaled, he said, \$35,250. "Isn't it wonderful?" he asked Mrs. Hubert.

Mrs. Hubert—Julia Hubert—was the winner. She is a quiet, dignified, middle-aged housewife who lives in a clean, pleasant little home in the crowded Negro section of West Philadelphia. Her husband, who is 75, is a retired letter carrier and Navy yard worker. The prizes, which included two pedigreed great Danes, two motorcycles and a scholarship to a girls' school in the Berkshires, had evidently been chosen with a more youthful family in mind.

But Mrs. Hubert's triumph was peculiarly appropriate because she is a true child of the radio age. For months and months she hasn't gone to the movies—she has been listening to all the give-away programs. But *Stop the Music!* is the favorite. On Sunday nights if dinner is late the dishes just stay in the sink unwashed.

On this particular Sunday, dinner was early and everything was spic and span. Mrs. Hubert and her friends Mr. and Mrs. Pennington, who are more or less part of the family, gathered around the tiny portable radio. Notably apart from this group was Mrs. Hubert's husband Ben, who sat in the living room reading the funnies. Mr. Hubert is old and set in his ways. He thinks radio is a lot of nonsense.

The phone rang at 8:03. "Is this Allegheny 4-0286? Is Mrs. Frances Grooms there?" Mrs. Grooms, an old friend of Mrs. Hubert's, used to live in the Huberts' house and Mrs. Hubert never bothered to have the name changed in the listing when she took over the number. If the call had come a few hours earlier, Mrs. Grooms might have answered herself, for she was visiting the Huberts. But she had left with the words, "I got to hurry, I don't want to miss *Stop the Music!* tonight." By the laws of the contest Mrs. Hubert became the rightful recipient of the call. ("That's fate," says Mrs. Hubert.)

"I am calling for *Stop the Music!*" said the operator. "Are you listening to the program?" Certainly. She never missed a one. "Well," said the operator, "you're on this evening's list."

The little radio became a fountain of suspense. Mrs. Hubert was sure she would win if she got the chance. She had read the name of the Mystery Melody in a newspaper and had written it down on a piece of paper and nailed it carefully to the wall just over the radio, so she would be sure to have the words right if the call ever came. But she was scared about the preliminary tune, the one which has to be identified before the Mystery Melody is played. Suppose it was one of these new popular songs. Quick, someone was sent across the street to the Jackmans to get their daughter, who knows every song just as quick as it comes out. She wasn't home, so her brother Jimmy, a boy of 20, had to do.

On went the program. Stop the music! It was a man in Lawrenceburg, Tenn. He couldn't guess the preliminary tune (*Zip-a-dee Doo-Dah*). More songs. Stop the music! It was a man in Rexburg, Idaho. He recognized the preliminary tune, *Frankie and Johnny*, but he got the title of the Mystery Melody wrong. More songs. More failures.

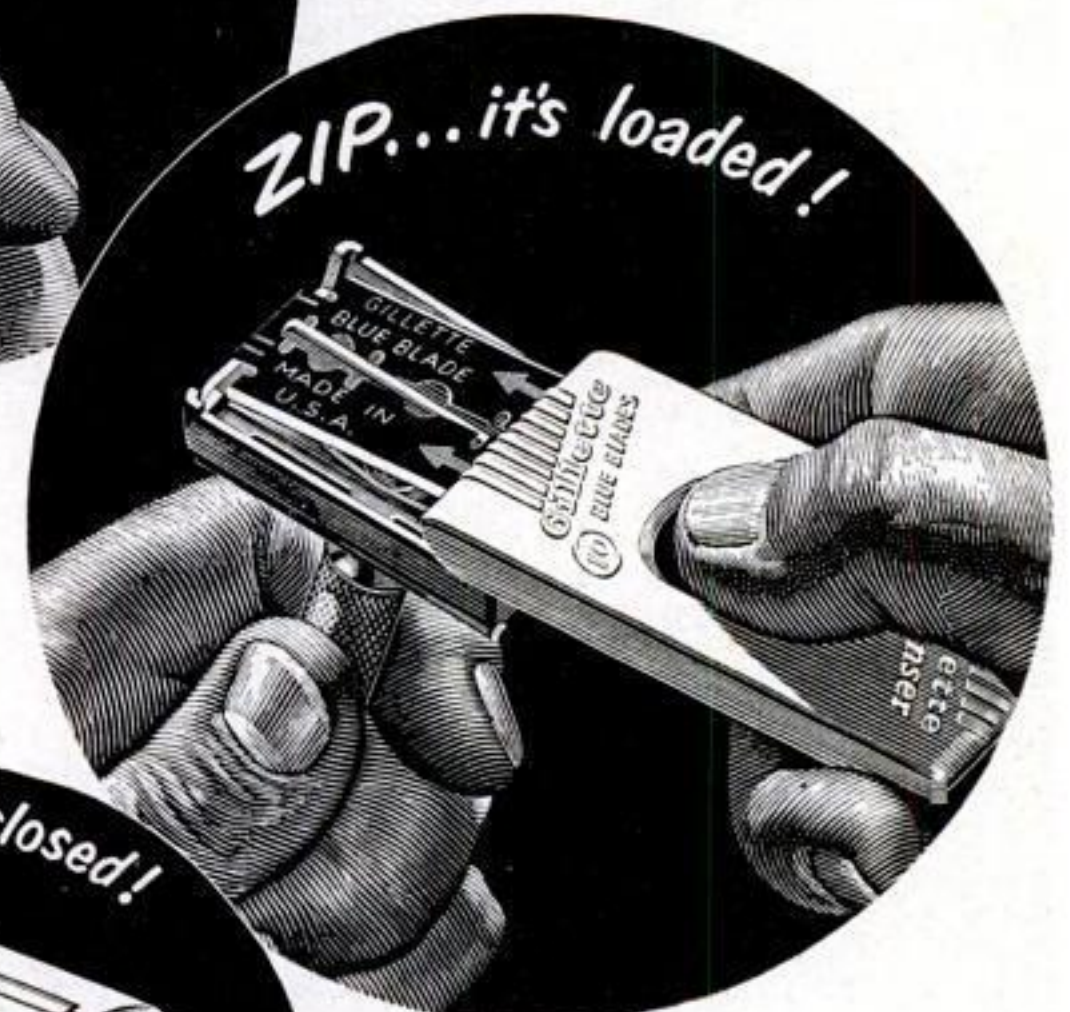
Then came a man from Detroit. He knew the preliminary tune, but he just missed the Mystery Melody. "You're so close," said Bert Parks,

CONTINUED ON NEXT PAGE

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● Now enjoy the latest word in shaving ease and convenience. Get an ultra-modern Gillette Super-Speed Razor... the precision-made one-piece razor that is giving millions of men utmost shaving satisfaction. With it, you change blades *presto* and get the best-looking shaves of your life. Only Gillette offers you these advantages plus double-edge economy.



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SUPER-SPEED
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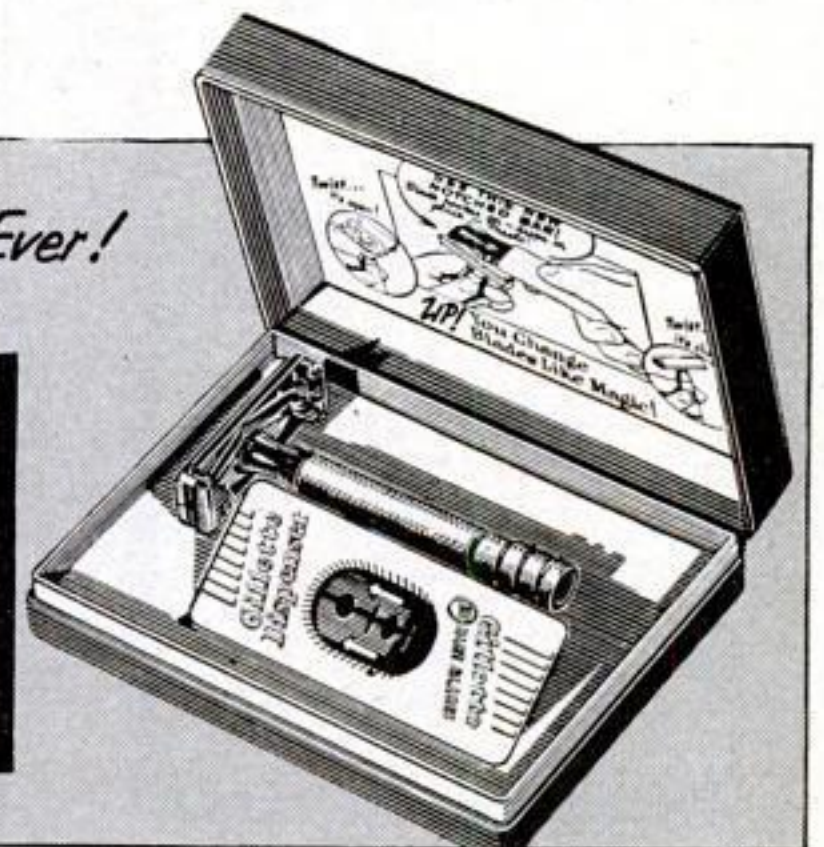
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Gillette Super-Speed Razor and handy Gillette Dispenser containing 10 Gillette Blue Blades—20 shaving edges.

\$1.50 VALUE...

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look **SHARP!** feel **SHARP!** be **SHARP!**

use **Gillette Blue Blades**
WITH THE SHARPEST EDGES EVER HONED

Never neglect a heel blister

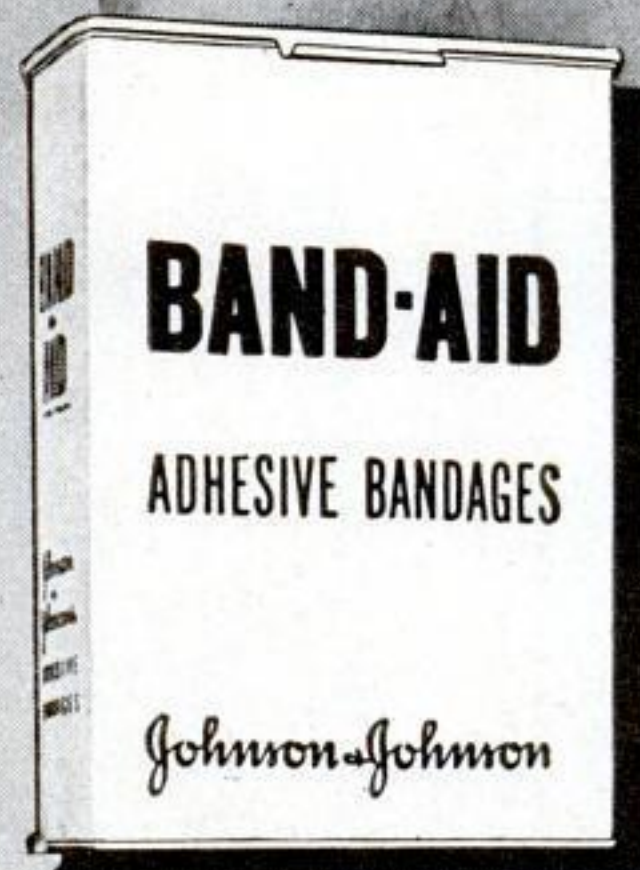


The tiniest injury can become infected. Never take a chance!

Always use BAND-AID,* the adhesive bandage that *always* comes to you individually wrapped, 100% sterile.

Caution: Not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

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JACKPOT CONTINUED

"you're so close I can't repeat what you just said." (All the man from Detroit got for his pains was an automatic clothes dryer.)

Then a pause for sponsor identification. Another tune. Then another. Mrs. Hubert waited tense in her chair. Rachel Pennington was tense in hers. What was Mr. Pennington doing? He was walking around, holding his heart. What was Mr. Hubert doing? "He went on sitting in that chair, in the other room, just as unconcerned. He just kept on reading."

Then the phone rang. "Oh my hand was trembling."

"Hello, Mrs. Hubert. Hello, how are you, Mrs. Hubert?"

Fortunately the preliminary tune presented no problem. They had played it on Mrs. Hubert's wedding day.

"The *Wedding March*," she said. That was right.

"And now here comes the Mystery Melody."

Breathless, one trembling hand clutching the paper with the title written on it and Rachel Pennington standing ready to whisper into



HUSBAND TOOK NEWS CALMLY

her ear to prompt her, she brought forth the fateful words. The next minutes were lost in joyful confusion. "No sir, there's never been anything like that before in my life. And I wouldn't want it to happen again."

The telephone wasn't back on the receiver, the last whoops of congratulations from Parks were still ringing in her ears when the house was invaded by a shouting, back-slapping mob of radio listeners who had rushed out of their houses as soon as they heard the address of the winner. "We had no time to screech and holler," says Mrs. Hubert. "The house filled up so fast I never got up out of my chair, not till

1, 2 o'clock in the morning. It was the biggest thing ever happened on North 59th Street since the transport strike in 1945," when the Army had moved soldiers in to take over the car barn down the block.

Days later old friends and stray acquaintances were still coming up to her door at all hours of the day, to congratulate her. She told them all, "I'm just the same old shoe I always was. I couldn't change."

But to thousands of Americans Mrs. Hubert's stroke of luck seemed to sound a decisive change in their own fortunes. Every mail delivery there is a batch of letters, hundreds and hundreds of them. They all begin with: "Congratulations!" Some of them are from friends or friendly strangers and stop there. One woman wrote she was so excited that when her husband called her upstairs to pour Epsom salts in his bath, she poured in a jar full of raisins instead. But most of the letters are from people who want to share in the loot.

The serious offers go off to a lawyer for consideration. The others pile up in the Hubert house. They are a long catalog of human misery, the more terrible because you can't tell which are genuine and which are sent by professional beggars. "All my life I have suffered from spastic paralysis... no words can tell my torments... I love music, it is the voice of God, and if you could let me have your piano..." "With \$600 I could get out of jail and rejoin my beloved daughter." Some are written with a bland insolence. "I know you won't have any use for those two motorcycles, so think of me."

Unlike many other jackpot winners, Mrs. Hubert has kept her head and doesn't have any illusions. She has a big downtown lawyer looking after her interests. She will keep the Kaiser sedan. The \$1,000 bond, the \$1,500 for taxes on the Hubert home, the \$1,500 woman's wardrobe and the \$1,500 man's wardrobe will come in handy. So will the \$1,000 worth of groceries, the new kitchen, the new paint job for the house, the living-room set, the fishing outfits, and the year's supply of shaving lotion, roses, candy and haircuts. On the other hand she intends to sell the piano, the necklace, the two motorcycles, the set of silver, the fireplace sets, the great Dane puppies and \$500 cowboy boots (a local high-school principal will give the girls' school scholarship away). She is undecided about the \$3,000 ring, the \$2,500 watch, the record library ("I guess the kids will get most of it"), the ermine muff and hat once worn by Teresa Wright. She will keep the television set because that's one thing her husband likes. She doesn't. She likes radio better because it doesn't interfere with her crochet work.

—ROBERT WERNICK

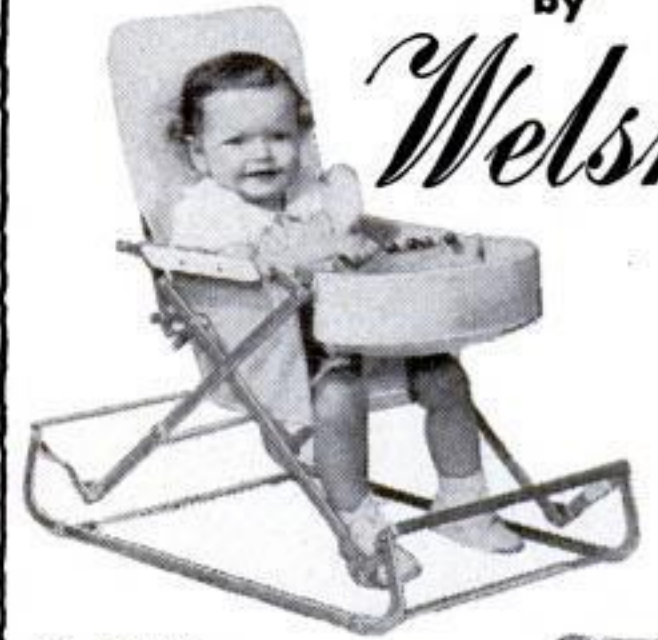


MRS. HUBERT GREETES FRIENDS

"PLAYMATE"

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Rollicking
Fun
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Provides Gentle Exercise

Seat Removable From Frame
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Mother! SEND DATE OF YOUR BABY'S BIRTH
TO WELSH CO. FOR AN INTERESTING HOROSCOPE.

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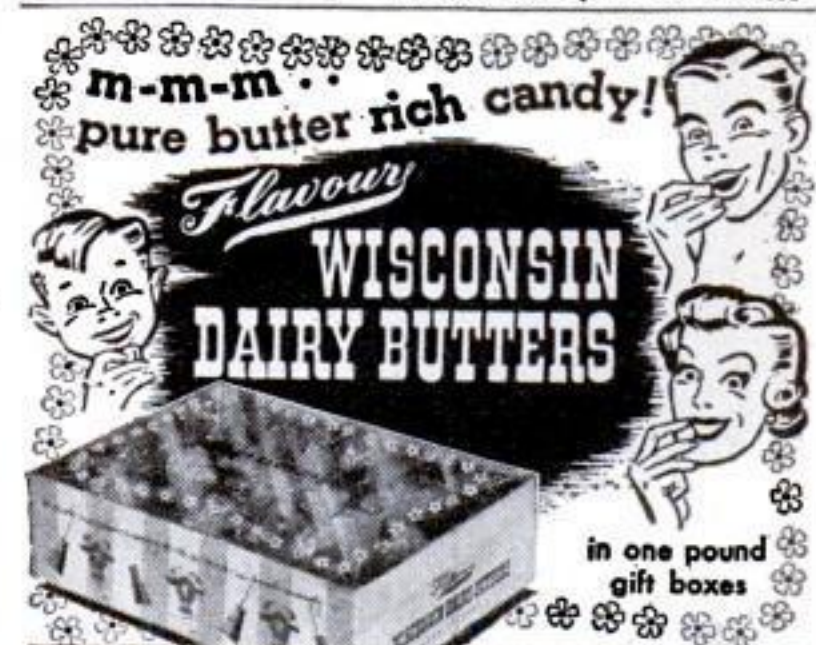
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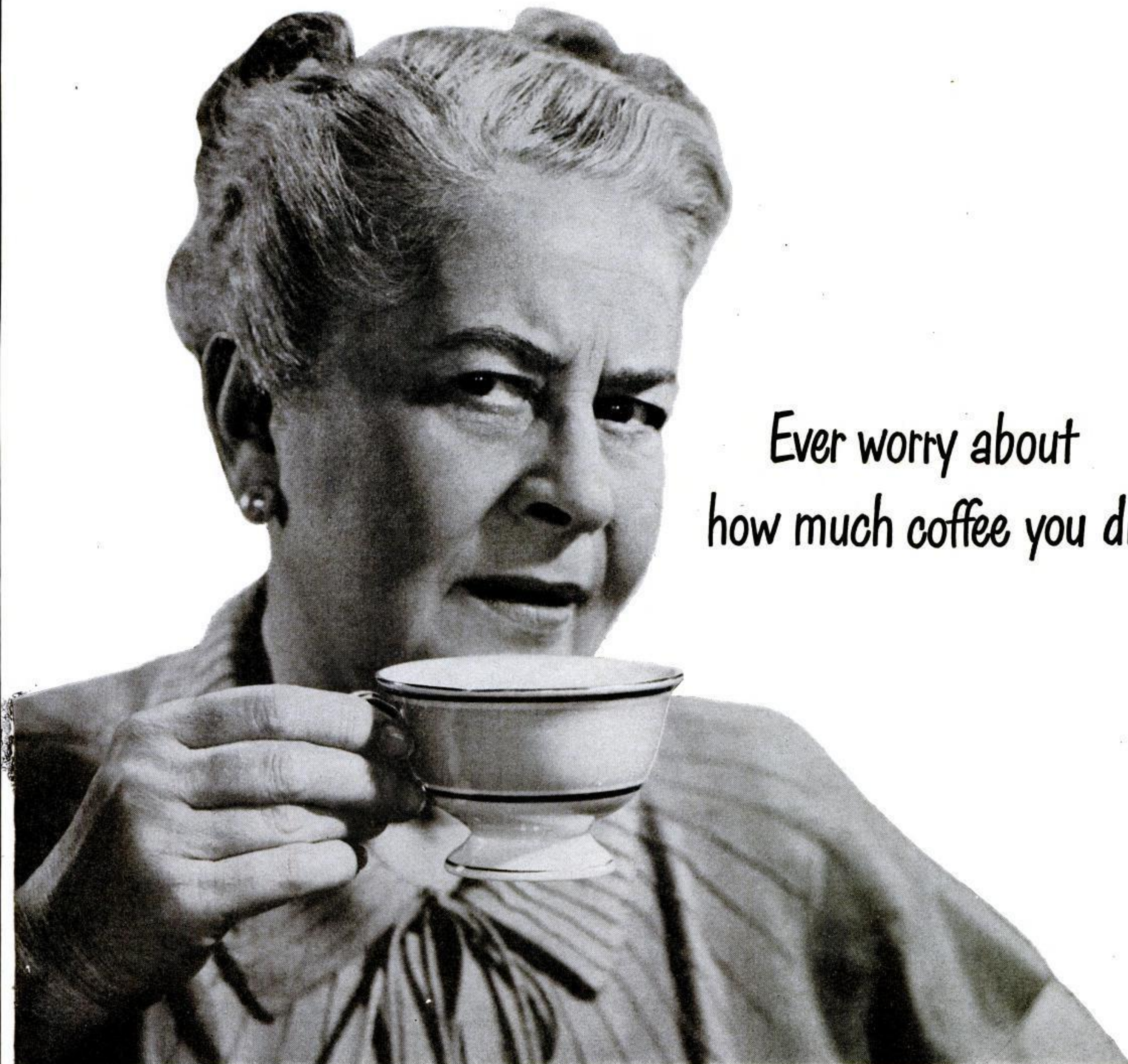
For only 1/2 to 1/3 the former battery cost—less than with any previous Sonotone hearing aid—enjoy SUREST, CLEAREST UNDERSTANDING! Look up SONOTONE in your 'phone book or write

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ELMSFORD, NEW YORK



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Ever worry about
how much coffee you drink?

CHANCES ARE, if you're like most of us, you *do* worry occasionally about drinking too much coffee.

You worry because you know from your own experiences—or perhaps those of your friends—how the caffeine in coffee can have a bad effect on some people.

How often it can make you tense and jittery—and even wakeful at night.

So it is natural—whenever you feel irritable or nervous, or if you've spent a sleepless night—that you mentally begin ticking off the number of cups of coffee you drank.

You wonder if you've been over-doing it lately. If you should begin to limit yourself to a certain number of cups. Or maybe cut out drinking coffee altogether.

Luckily for you, there is a much pleasanter answer to your problem.

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If you love a good cup of coffee—you'll love Sanka. For Sanka is rich and full-bodied. It has all the aroma, the bracing cheer, the flavor that only real coffee gives you.

REAL COFFEE- 97% CAFFEIN-FREE

And, best of all, Sanka is caffeine-free. And that means worry-free! With Sanka you can go ahead and have that second cup, or third cup . . . or *sixth cup*. Any time—morning, noon or night. And you can't possibly suffer from caffeine effect.

For 97% of the caffeine has been removed. Sanka can't make you feel nervous or "put out." Can't keep you awake.

So why not start drinking Sanka Coffee tomorrow. You have nothing to lose and possibly a great deal to gain.

Sanka Coffee

Real coffee with the worry taken out.
Drink it and sleep!



Products of General Foods

**NOW IN
INSTANT
FORM**





WHILE BRAVES' VETERANS RELAX OUTSIDE, SOUTHWORTH QUIETLY BUTTONHOLES A ROOKIE IN HOTEL LOBBY

SPRING TRAINING

The Boston Braves have a congenial camp

On March 1 some 800 young men of assorted sizes, ages, talents and ambitions gathered in the warmer areas of Florida, Arizona and California to try to get their names on the roster of 400 major league baseball players. Superficially each of the 16 National and American League training camps looked about the same; sliding pits and pepper games could be found in any of them. But off the field, in clubhouses and hotel lobbies, each had its own distinct personality because the players were bossed by 16 managers of varying abilities and temperaments.

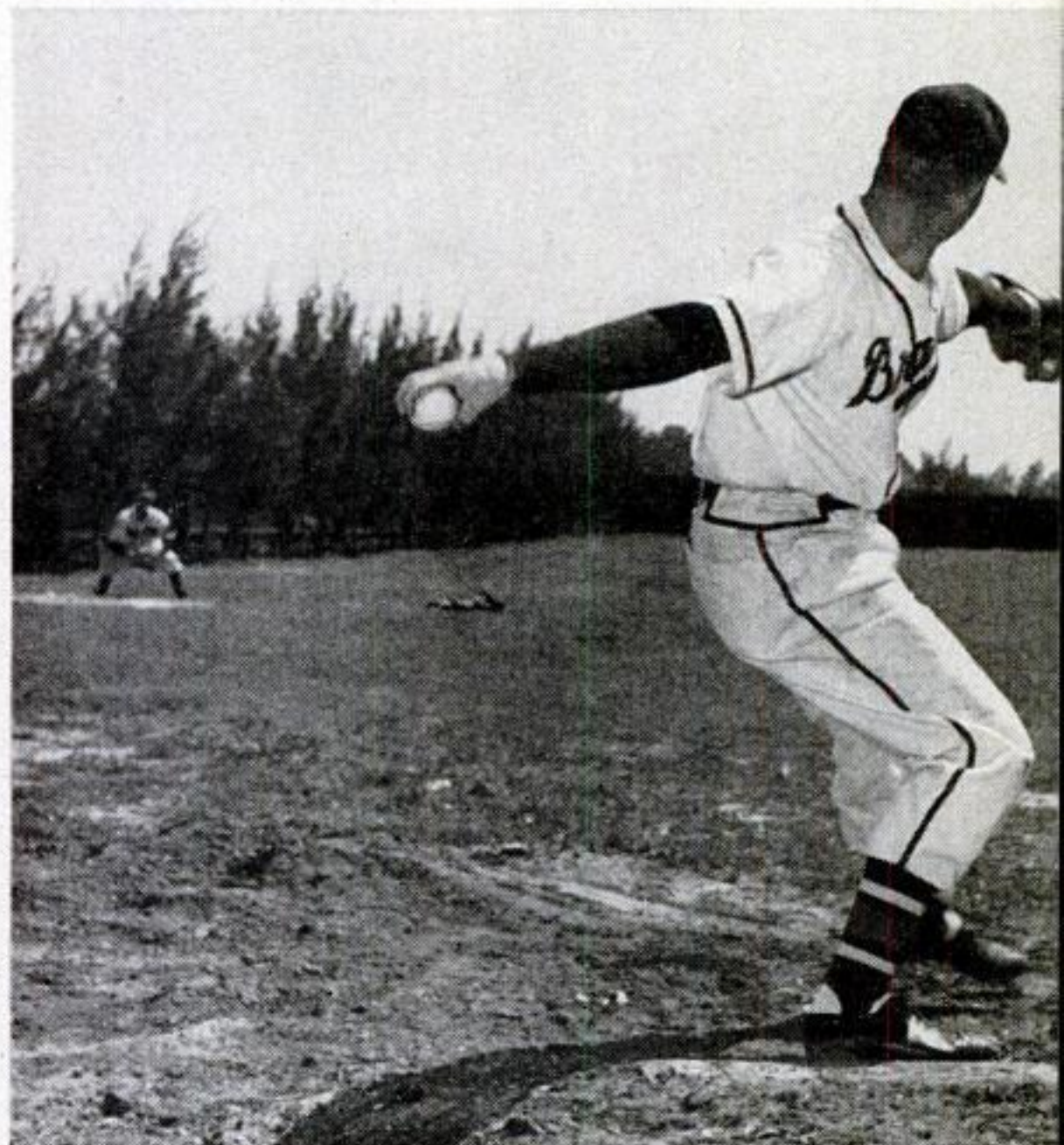
Those players who found themselves at Bradenton, Fla. working for the Boston Braves' William Henry Southworth (*opposite*) were perhaps luckiest of all. Billy Southworth is a manager who commands respect from his players because he is willing to give friendship in return. Unlike Leo Durocher of the New York Giants ("Nice guys finish last");

Southworth rarely raises his voice in anger. Unlike Joe McCarthy, whose cold brilliance wins the respect, but not the personal affection, of the Boston Red Sox, Southworth thinks part of his job is to be an off-the-field nursemaid, even if it only means getting two opening day tickets for somebody's aunt from Peoria. Said one member of the Braves, "What a guy! Nobody ever treated me like this before!"

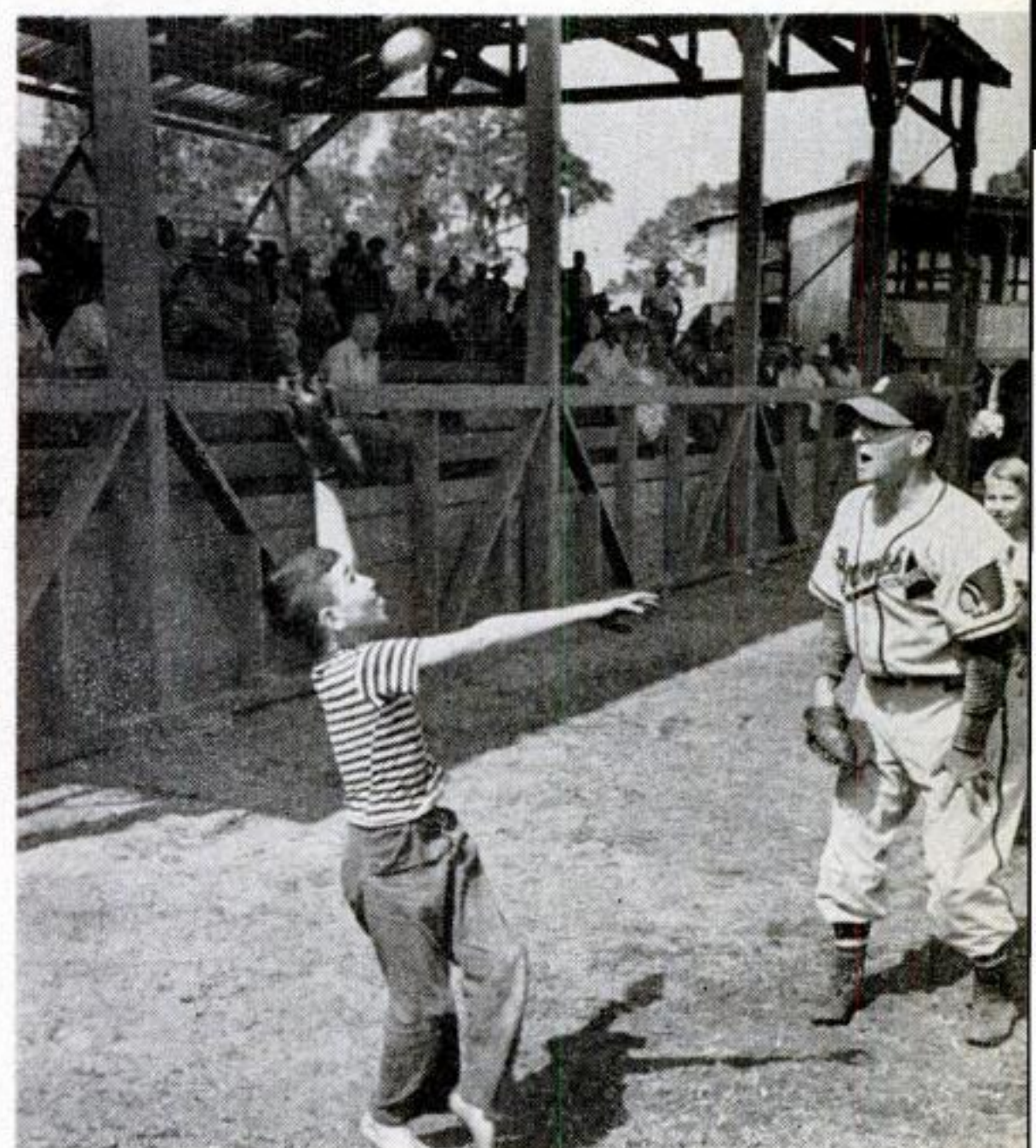
Southworth learned diplomacy the hard way; as "Billy the Kid" he failed 20 years ago in his first attempt as manager because he tried to be a martinet. Now "The Kid" is 57 years old and wiser. Last year he parlayed the Braves into the National League pennant with men who had performed like humpty dumpties for other managers, which makes Boston the team to beat this season. That does not disturb Southworth, who says with calm confidence, "Give me a happy ball club and I'm a hard man to stop."



SLIDING PIT, a bed of tanbark, gets required daily attention from Sibby Sisti (*above*), who makes a hook slide.



PITCHING MOUND he built in order to work out all alone is used by Johnny Sain, who won 24 games last year.

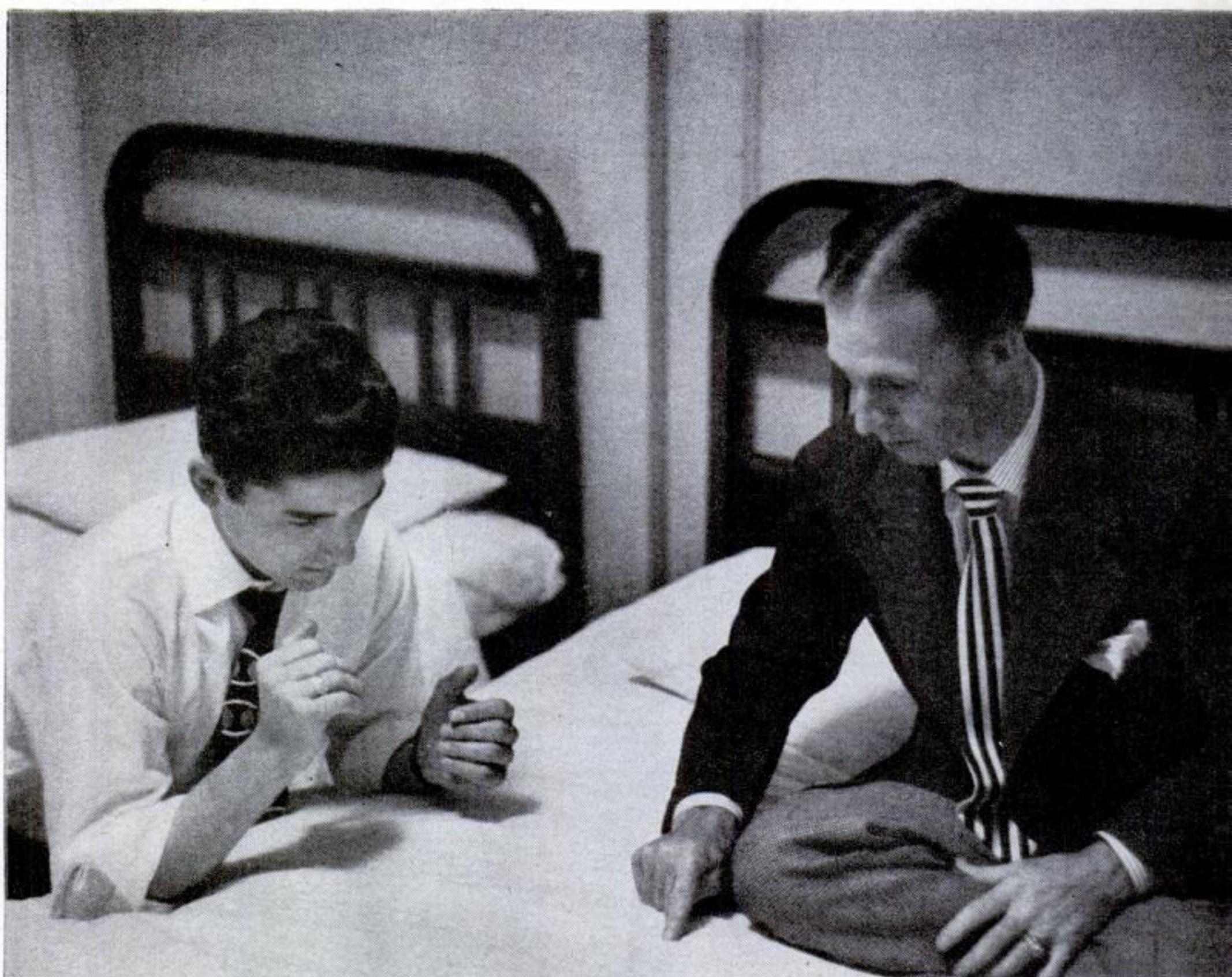


PEPPER GAME during the slack hours of practice attracts eager young fan and Coach "Rip" Collins (*right*).

← MANAGER SOUTHWORTH BEAMS WITH OPTIMISM AS HE WATCHES SPRING TRAINING



ANTONELLI'S FATHER relaxes with Johnny outside hotel to watch oldtimers engage in after-hours horseplay.



ANTONELLI'S ROOMMATE, Coach Bob Keely, goes over the National League batters he will face this season.

Because Antonelli is a bonus player, Braves have to keep him and cannot farm him out for minor league experience.

WIVES AND ROOKIES GET STAR TREATMENT

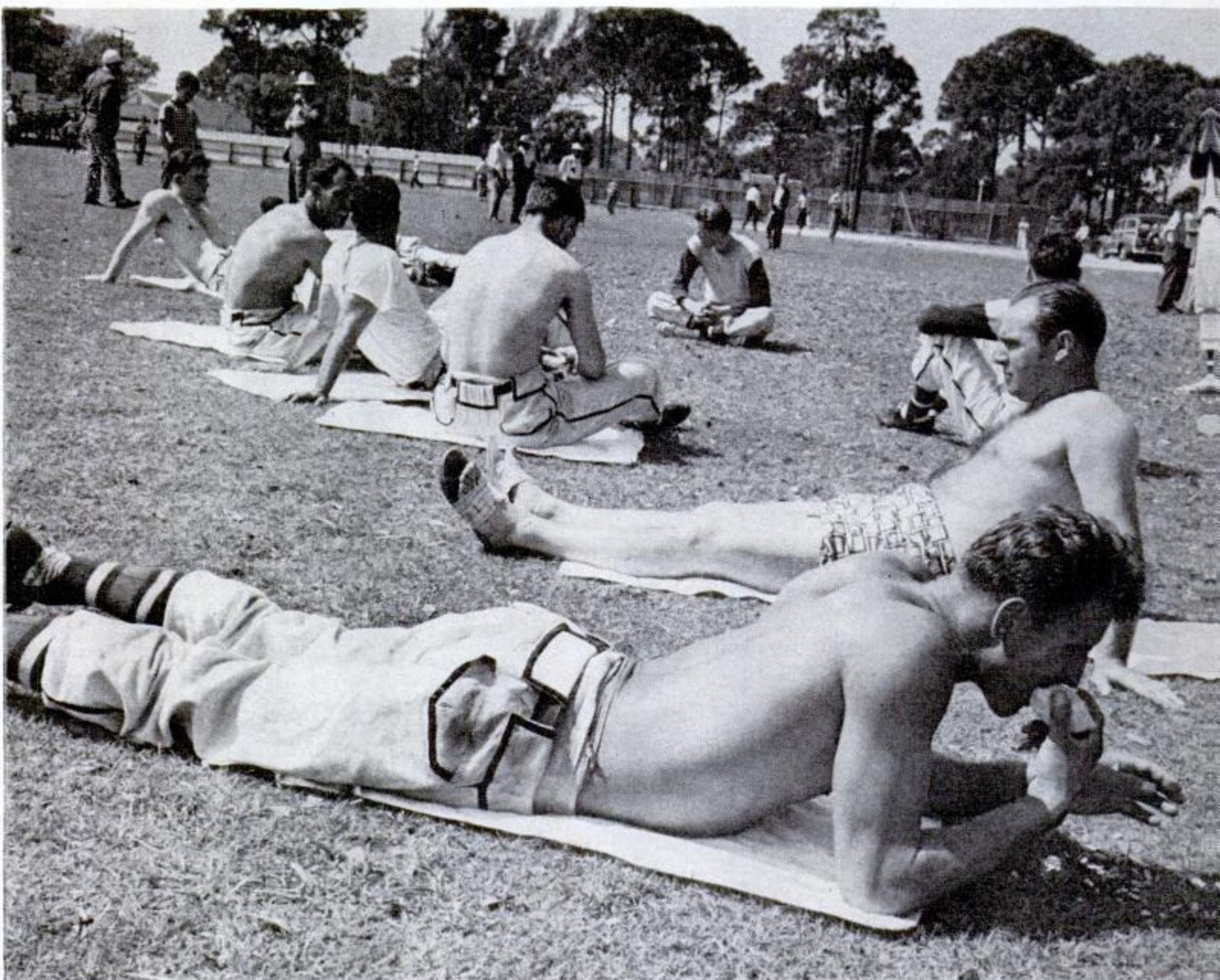
Eighteen-year-old Johnny Antonelli (*above*) is just beginning to experience the Southworth treatment. Antonelli's high-school pitching at Rochester, N.Y. (three no-hit games) won him a \$50,000 bonus when he signed with Boston. When they met for the first time Southworth discerned that Johnny

was a frightened kid. He said simply, "I'm going to room you with Bob Keely." Keely is the Braves' bullpen catcher, a nondrinker and nonsmoker whose job it is to make Johnny a major league pitcher.

Players who are married also have reason to appreciate Southworth. He not only invites the wives



ROOKIE OF THE YEAR in 1948, Alvin Dark walks off field with 14-month-old daughter after intrasquad game.



SUNBATHING Braves sprawl on outfield grass during noon hour. In swimming shorts (*right*) is Tommy Holmes,

the team's leading hitter. Players worked out twice daily, lunched at clubhouse on sandwiches and chocolate milk.



ANTONELLI'S DELIVERY is studied by John Beazley (*right*), trying a comeback after a shoulder operation.

to the camp, but he makes every effort to see that they are made happy. Mrs. Southworth, who is 19 years younger than her husband, is a big help to him with this program. He gives the car keys to her and tells her to take the players' wives to the beach (*below*), to the golf course or wherever they want to go.

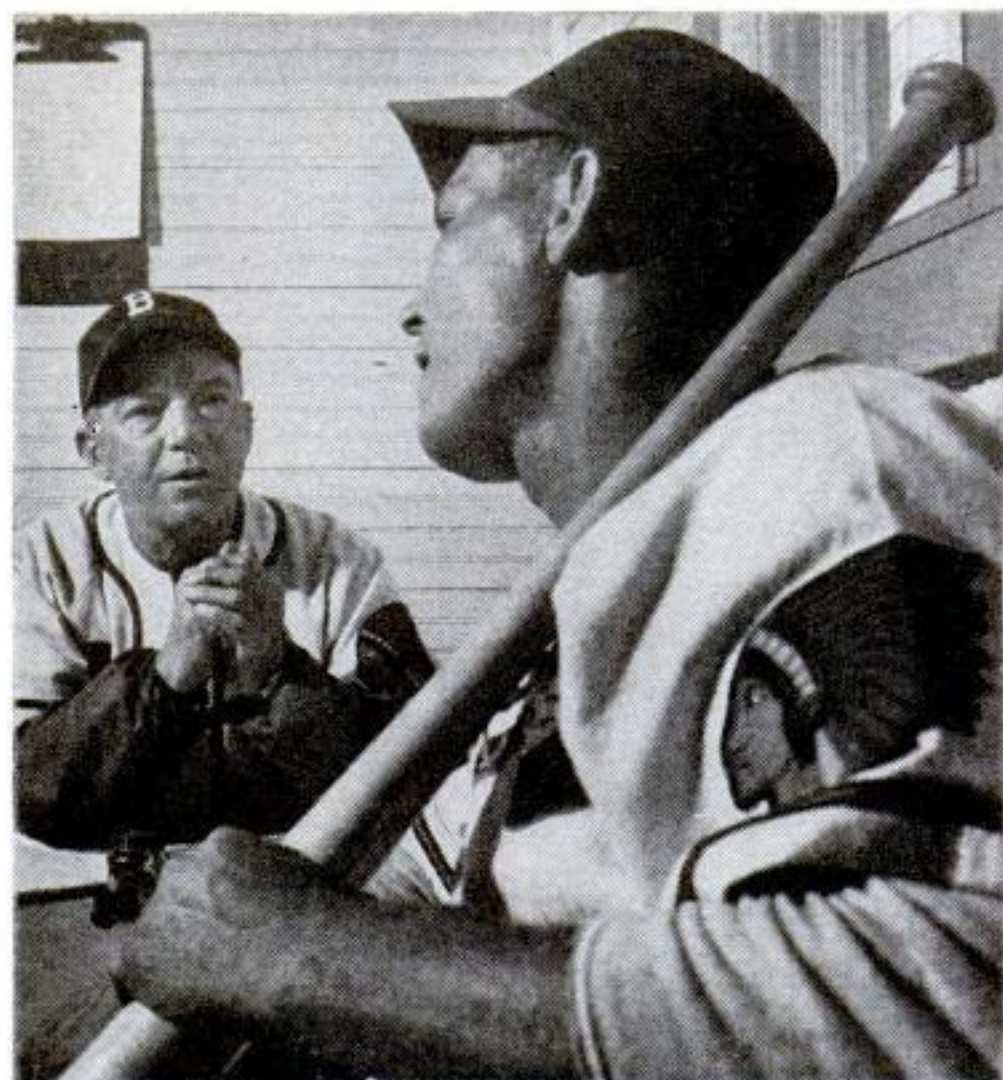


BEACH PARTY is superintended by Mrs. Southworth (*center, rear*). In the foreground is Eddie Stanky's wife.



IN SHOWER Pitcher Charles ("Red") Barrett (*facing the camera*), whose baritone is good enough to earn him

an off-season living singing in Boston nightclubs, has an appreciative audience in Outfielder Marv Rickert (*left*).



IN OFFICE Southworth talks with Pete Reiser, whose bat could virtually make certain another Boston pennant.



ON FIELD he jokes with General Manager John Quinn, who had the job of signing Braves' half-dozen holdouts.



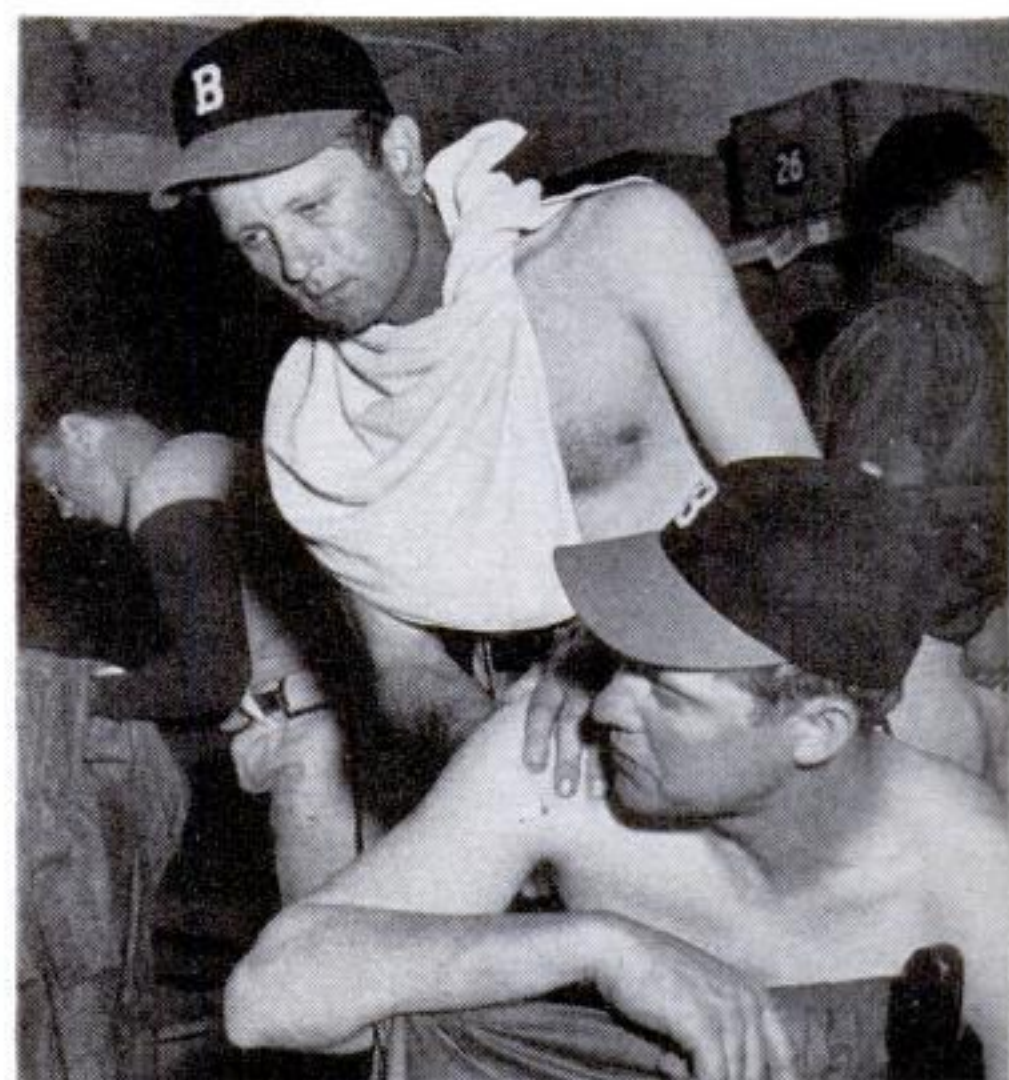
OVER COFFEE he asks Jim Russell about bad heart that disabled him last year. Russell has fully recovered.



SORE SHOULDER, a common ailment in training, is rubbed by Robert Elliott, whom fans call "Mr. Team."



WHIRLPOOL soothes players' muscles and also helps overweight pitchers like Bill Voiselle (above) to reduce.



SORE SHOULDER of Ray Sanders, who is battling for the first base position, is massaged by Pitcher Beazley.



LUNCH IN CLUBHOUSE (where players wanted it) is eaten by Voiselle (left) and Rookie Pitcher Bob Hall.



BLISTERS leave open sores on the heels of Outfielder Don Thompson, forcing him to miss two days of training.



GET-WELL PETITION is signed for General Manager Quinn's son Jackie, who is ill with rheumatic fever.

PLAYERS' PROBLEMS ARE BOTH PHYSICAL AND PSYCHOLOGICAL

To keep players physically fit the Braves have a full-time physician and all the therapeutic gadgets from whirlpool baths (above, center) to diathermy machines. But Southworth himself prefers to handle those problems which are psychological rather than physical. Not long ago the marriage of one Boston player seemed on the rocks. Southworth asked if he could help. "She just might listen to you," the player replied. Southworth immediately put in a

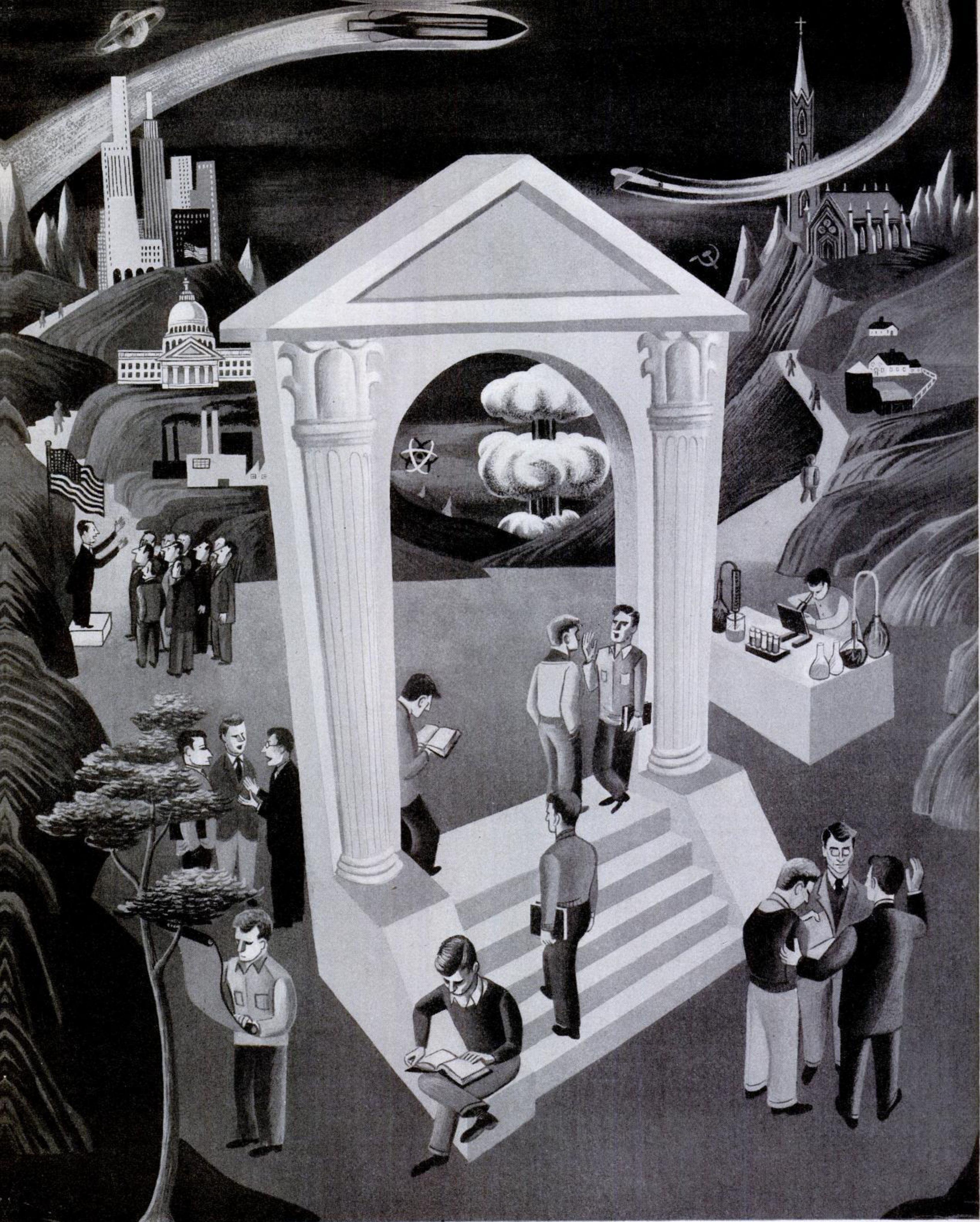
transcontinental telephone call, and within 48 hours the player and his wife were back together.

When a player is trying too hard, as in the case of Pete Reiser (top, left), or is temporarily depressed, as in the case of Rookie Chet Nichols (opposite), a man-to-man dig in the ribs usually will bring him out of it. Such subtleties explain what Southworth means when he says, "I try to treat men as I always wanted to be treated as a player—and never was."

CLUB HOUSE
PLAYERS ONLY



AN 18-YEAR-OLD ROOKIE BROODS
ABOUT FUTURE AFTER RECEIVING
PENICILLIN FOR MINOR INJURY



COLLEGE PORTALS TODAY open on a new and different world. In their arguments and discussions American college men are trying to fit their futures into pattern shown

in this symbolic drawing by Charles Martin: a civilization of large corporations, atomic energy, rockets, spaceships, laboratories and complex political and economic problems

Intercollegiate Bull Session

The successor to the college youth of the flaming '20s and radical '30s is a sensible young man with ideas of his own on psychoanalysis, sex, religion, Karl Marx, jobs, America and the future of the human race

by JOHN MCPARTLAND

THIS spring 400,000 college graduates from 1,728 U.S. schools will pack away their books and set out to find their places in life. This is a special college generation: still made up largely of veterans, emerging into a world full of portents of a new war. What are their plans—what are they thinking—how are they different from their predecessors? To find out, LIFE sent Writer John McPartland on a tour of college campuses. His report is, in a sense, a composite cross-country bull session, a sampling of those little informal gatherings where college men for centuries past have exchanged ideas on women, jobs, religion, sex, next year's football prospects and other matters of concern.

THE college men of this last year of the decade of the '40s are—in the annual well-chosen words of a thousand stiffly perspiring valedictorians—standing at several thresholds. "D'ya know what it reminds me of?" said the lean redheaded boy at U.C.L.A. "An Air Force ready room—six years ago, when we still didn't know what to expect and you didn't talk much because nobody knew any facts. You just waited and some guys kidded around and some guys tried to pretend nothing much could happen—but everybody was really hanging on that loud speaker."

"They are a different breed," said a middle-aged history instructor at an Ivy League university. "They're polite enough, and sometimes they stammer a little the way young men are supposed to, but they all have this mockery behind their eyes when they listen to me, especially when I'm making a positive statement. When I ask a question—it has to be an open question whose possible answers have intrinsic values—the mockery goes away and they're interested."

"They've seen their textbooks become obsolete in midterm, and they find the accumulated opinions of the past shallow. Regardless of what Chancellor Hutchins thinks, these boys have buried Aristotle and Thomas Aquinas. They have a sense of the urgency of tomorrow and a complete respect for competence—that's their measure of each other and of us."

"Probably it's the GIs that have made the difference—but I think even after they've gone we're going to have to admit that universities are in a new situation with respect to their students. We're going to have to know a great lot more about our students than we've ever bothered to find out before, and

WHAT THEY SAY

"The important thing is the organization, the individual is nowhere without it. Who wants to be nowhere? So you figure out how to fit in."

"Everybody ought to be examined by psychiatrists. I wonder how many big names could get a clean bill. . .?"

"Maybe there's less hysteria about sex than there used to be. If you don't take it too seriously everything's all right. Put this down—the girls are getting smarter all the time."

"All any church can do is give you something besides an animal reason for living in a world where just about everything else is trying to kill you by one means or another."

we've got to measure what we give them on a basis of its value for their urgent tomorrow."

Since the time when instructors at Yale wore silver buckles on their shoes and ribbons in their hair the superficial prime interest of college seniors has been in a good job after graduation. The seniors today have somewhat different ideas on that subject—"If you can think of anything better for me than a good start in a big corporation I'll go for it, but I don't believe there's anything better," is the way a Yale senior put it, but the words don't differ much from the Harvard Yard to Berkeley. These are not the men of '29, out after the big money, hoping to be millionaires before '30, nor the pipe-smokers of '39 with their applications in at a Washington bureau. Those years ended decades and phases of American

history as well: '49 is a long way from them in time and space.

"We're shooting to be tagged by G.E. or GM or some outfit like that before we graduate," said the wide-chested young fellow in the checkered shirt at Ohio State. "That's why you've got to figure all your plays from the time you're a sophomore—the right courses with grades that are good but not too good, lower part of the top third is about best, plenty of campus activities to show leadership and getting along with people, and some athletics so that the personnel jokers from the big companies who look over the records will know that you're no swish. You've got to be well-balanced and well-rounded—that's how you get the letter on the high-grade bond paper which says, 'Report to the executive offices on the first of September 1949.' That's what almost all of us are after."

"It's just got to be, for us GIs," said the 26-year-old Minnesotan with the deeply lined face in front of his Quonset bungalow across from Chapman College of Los Angeles. "When I'm studying at night I keep thinking I'm working by the light of a candle and that candle is marked off in years of my life. I can't spend five years working up from the bottom—I've got a wife and a kid."

"They're all trade schools now," commented the Yale history instructor over a table at Mory's. "A university was a place once where young men became literate gentlemen with an appreciation of the humanities. At least that's what they tell me—it was before my time. When I was going to school the slogan was, 'It isn't what you learn that counts—it's who you meet.' But now all the universities are becoming high-powered trade schools."

"About a third of the men are in the



CORNELL'S CAMPUS in rolling hills of upper New York above Cayuga's gleaming waters is kind which makes old grads wax sentimental and nostalgic.



"That guy's fire-ball is almost too good since he started eating Wheaties."

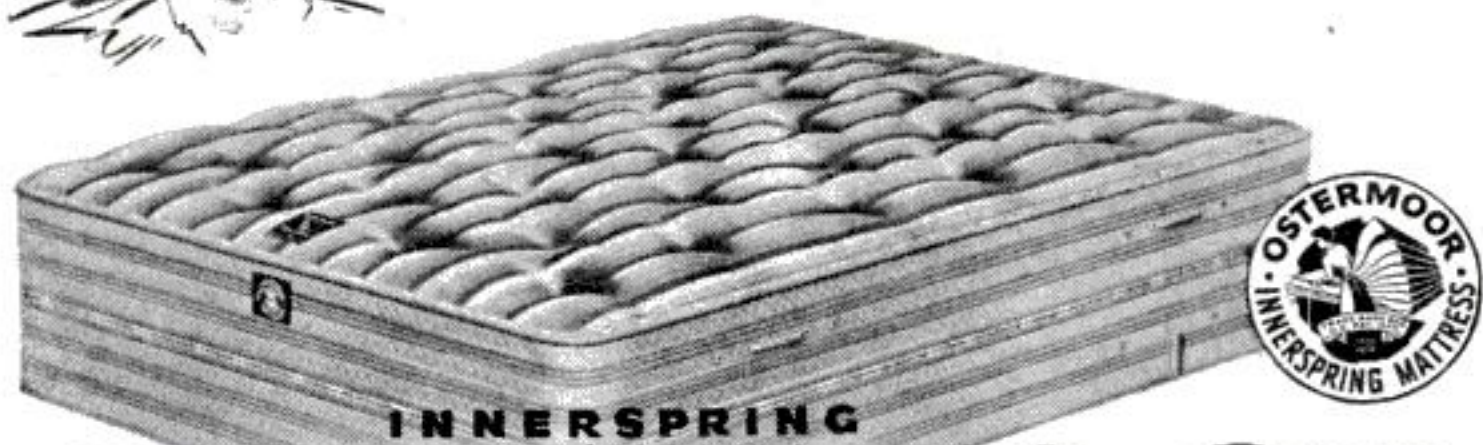
Sometimes, Wheaties eaters don't know their own strength. But it comes in handy! For example, Gene Bearden's red-hot pitching high-lighted '48 World

Series. Over 10 years a Wheaties eater! Famous training dish with milk and fruit...second helping good too. Wheaties, "Breakfast of Champions"!



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BULL SESSION CONTINUED

technical courses—"How To Create Artificial Life," "How To Blow Up a Medium-sized Planet," "How To Build a Spaceship"—and those are no jokes, sir. The other two thirds are specialists in one general course, "How To Raise Dividends in a Supergigantic Corporation." Sometimes I wonder about a student body composed of mad scientists and incipient Charles Luckmans."

"Sure, the universities are becoming West Points for big business," agreed the editor of a campus daily. "Seniors want to graduate directly into jobs as second lieutenants with U.S. Steel or Du Pont or some such and retire on a colonel's pension 30 years later. What other plans can they make that will give them that much prestige and security? And that's what these boys want."

"Look at college football today—it's a scale model of the situation." We were drinking beer on the terrace in front of Union on the campus of the University of Wisconsin and the boy talking was from Milwaukee, the son of a workman at the A. O. Smith plant.

"Nowadays a football game is a contest between two big organizations. The players are all specialists. They're the raw material and they're obtained by a kind of purchasing department. Then the production department—the coaching staff—works over the raw material and turns out the product, the team. The value of the product is measured by games won and cash customers at the stadium. The public relations staff—the advertising department—dresses up the product in bright packages of publicity and spectacular stuff. That's college football today and it's a fair sample of the situation in making a living.

"The important thing is the organization, the individual is nowhere without it. Who wants to be nowhere? So you figure out how to fit in."

At the Men's Bar of the Parker House a Harvard student, a law senior from Connecticut, took another tack on this idea. "A man going to college has to try and estimate the kind of world he's going to make his living in. I'd be a damn fool to plan to work in a period like 1925 or 1935. The federal government is going to dominate my professional career whether I want it to or not. No matter what field of law I might choose—including the criminal—I'll be involved with career specialists in the government. I'll be involved with the technological management which will be the increasingly important function of those career specialists, and my prosperity will be dominated by that federal reservoir of credit."

"Do you plan to work for the government?"

"Dollar for dollar being the same I'd prefer a government job. I'm taking some technical courses now, and I may try for a D.Sc. in the next few years. Probably I'll get into the field of technological law—it's going to be a big one."

"Just what is the difference between this omnipotent federal government you've been predicting and socialism?"

"That's a difficult definition. It probably depends upon the quality of the men in the government. My own definition of the difference is that a socialist state is mainly concerned with protecting the weak, regardless of its expressed intention, and a free enterprise state is concerned with rewarding the competent. I want to live in a nation devoted to free enterprise regardless of the functions or power of the central government. That's what my generation has to work out."



N.Y.U.: SCHOOL OF COMMERCE

New York University is located in a brownstone and old-brick interlude between the towers of midtown and the towers of lower Manhattan. Its campus is Washington Square and the rumpled streets of Greenwich Village. This is the school of the urban intellectual who lives on hot pastrami sandwiches and thick mugs of coffee, whose courtship nooks are the tables of all-night cafeterias and whose road of life is often measured along the 8th Avenue subway from the Bronx to Central Park West. NYU students know the hopeful dis-

CONTINUED ON PAGE 116

NEW 1949 ANNUAL CONTEST OF THE DISABLED AMERICAN VETERANS SERVICE FOUNDATION

\$100,000

IN CASH PRIZES! YOU MAY WIN \$50,000

Here's a brand new contest of fun and skill brought to you by the Disabled American Veterans Service Foundation! \$100,000.00 in cash prizes must be won—yes, twice as much as was recently paid out in the 1948 Annual DAV Service Foundation Puzzle Contest. Of this huge sum as many as three prizes, as much as FIFTY THOUSAND DOLLARS may be yours—in return for a good deed and your skill in puzzle solving. Act fast and you may also win a new 1949 Chevrolet Convertible, as explained below.

YOU MAY ALSO WIN A 1949 CHEVROLET IF YOU HURRY AND ENTER NOW!



Here's How You May Win a CHEVROLET If You Act Fast!

To become eligible for this extra award, your original entry must be postmarked before midnight, April 10, 1949. * Your best solution (original or substitute) will then be judged in competition with those submitted by all other contestants who meet this deadline and who have not been awarded an automobile as an extra prize. If it ranks highest (in case of ties, official contest rules apply) you will win a brand new 1949 Chevrolet. So enter now. *But your substitute solution can be submitted as late as June 29, 1949, and still qualify for judging for this extra award.

Help Us To Help America's Disabled Veterans

Incorporated by special Act of Congress, the DAV needs funds to help rehabilitate America's 2,500,000 disabled war veterans—to help them to obtain needed claim evidence, service connections, medical care, hospitalization, vocational training, and suitable employment... yes, even to solve personal problems.

It is for these services that the Foundation again solicits your support. Your contribution is needed and you will be happy to know that every penny of the net proceeds of this contest (after paying for prizes, advertising and all other necessary expenses) will be used by the Foundation and by the DAV to continue its work.

Enter Contest Now!

So act now. Read the Entry Form and read the rules. Then try solving the Official Puzzle. Note that you may send in a higher score free of charge later on if you find you can improve on the solution you now send in. So don't delay—the important thing is to get into the contest right away and put in your bid for your share of the prizes. (See special prize for fast action above.)

THE OFFICIAL RULES

1. \$100,000 will be awarded in accordance with the instructions, official prize list and these rules to the contestants who achieve the highest scores in solving the Official Contest Puzzle. This sum will be awarded in three prize groups: Group No. 1 with a first prize of \$5,000.00; Group No. 2 with a first prize of \$15,000.00; Group No. 3 with a first prize of \$30,000.00. Each group has an additional list of 109 prizes each, making a total of 330 prizes in all. (See official list of prizes.)

2. To enter Group 1 a contestant must send in with his answer to the puzzle a donation of \$2.00 to the Disabled American Veterans Service Foundation; to enter Group 2 a donation of \$5.00 is required and to enter Group 3 a donation of \$10.00 must be sent in. A contestant may compete in any one, two or all three prize groups and once having entered may transfer his entry from any group or groups to any other group or groups by submitting the necessary additional donation any time prior to final judging.

3. Each prize group will be judged separately. The contestant who submits the highest valid score in Group 1 will be entitled to first prize in Group 1. Second prize in Group 1 will be awarded to the contestant with the second highest score submitted in that list and so on until the 110 prizes in Group 1 have been awarded. Prizes in Groups 2 and 3 will be awarded similarly.

4. In the event of ties in any group (which seem likely, since this is a large national contest), as many prizes will be reserved in that group as there are tied contestants, before any prizes are awarded for lower scores. To break such ties these tied contestants will be required to send in solutions to a set of five tie-breaking puzzles. The solutions to puzzle No. 1 in this tie-breaking set will be judged first and then the tied-for prizes will be awarded in the order of the valid scores submitted. If this is not sufficient to break all ties and permit awarding of all the tied-for prizes, then the solutions to puzzle

No. 2 submitted by the remaining tied contestants will be judged. If ties still remain, the solutions of the still tied contestants to puzzle No. 3 will then be judged and so on, if necessary, to puzzle No. 5. This may mean that puzzles Nos. 2 to 5 may not have to be judged. (It is worth noting that in the last DAV Service Foundation Contest top prize of \$33,000 was awarded as the result of judging only puzzle No. 1 in the first tie-breaking set.) However, if further needed to break ties a second, third or even a fourth set (each of 5 such tie-breaking puzzles to be judged similarly) may be used. All tie-breaking puzzles will be similar to the original puzzle with clearly identifiable objects, though the objects may be more difficult and more numerous. Partial credit may be given for partial solutions. Tie-breaker puzzles will be judged on the same basis as the original puzzle. The time limit for solving and mailing back the first set of tie-breaking puzzles (if needed) will be not less than 14 days from the date of mailing to tied contestants, and therefore all tie-breaker puzzles will be mailed on the same day in a local area near tied contestants; for the second set of tie-breaking puzzles (if needed) not less than 7 days; and for the third and fourth sets (if needed) not less than 3 days each. Tied contestants will not be required to make any additional contributions. Should final ties remain after the fourth set of tie-breaking puzzles, each tied contestant will receive the full amount of the prize for which he or she is still tied.

5. The contest is open to any resident of the Continental United States except employees of the DAV and its subsidiary units, the DAV Service Foundation, its advertising agency, its service organization, or members of their families. Also excluded is anyone who has won \$500.00 or more in cash or kind awarded in any other contest prior to entering this contest, or any member of his or her family. Every possible precaution will be taken to

enforce this provision. Only one member of an immediate family living at the same address may compete. All entries must bear a permanent home address in the Continental United States to which all contest mail will be sent. Where a contestant changes such permanent home address, the DAV Service Foundation should be notified immediately, but the Foundation can, in no case, assume responsibility for delivery of mail. In view of the uncertainty of address of members of the Armed Forces on active duty, and the consequent delay in mail delivery, this contest of necessity is not open to them.

6. Each contestant will receive an acknowledgment and an entry number upon receipt of his or her solution to the Official Puzzle, which solution must be submitted on an Official Entry Form and must be accompanied by a contribution of \$2.00 or more. At no extra cost, one substitute solution can be submitted on the Official Substitute Solution Form which will be sent to each contestant and which will carry the entry number registered in the contestant's name. In working out and submitting puzzle, solutions, contestants must follow the instructions accompanying the puzzle. Neatness does not count, but unsigned or illegible entries, or entries so unclear as to be confusing, will not be considered, and donations accompanying such entries will be returned upon request after judging is completed. Where more than one entry is submitted by an individual his or her highest valid score will be considered only in that group or groups in which that score is entered. That score will serve to compete in any one, two or all three prize groups, depending on the amount donated with that particular entry. An individual may win one prize in each prize group.

7. In solving the puzzle, practically any word that fits may be used. A contestant will not receive more points than that claimed nor more than that earned. Therefore, please use care in totalling your score. Remember not to use any hyphenated word or form,

prefix, suffix or combining form, abbreviation or contraction. The final word source authority for this contest will be the Merriam-Webster New International Dictionary, Unabridged, Second Edition, 1948 printing and (with the exceptions noted) any word may be used provided it actually appears in bold-face type anywhere on any page within the A-Z main alphabetical section of the above dictionary. No plural or other inflectional form is acceptable unless it appears in bold-face type. No word that appears only as part of a two or more word phrase or expression (such as "suey" in "chop suey") is admissible.

8. The DAV Service Foundation will not enter into any individual correspondence concerning the eligibility of any word for use in solving the puzzle. Each contestant however may be required, upon request, to furnish the source of any word used.

9. All entries must be sent by mail to: DAV SERVICE FOUNDATION \$100,000.00 Puzzle Contest Washington 6, D. C. and must be postmarked before midnight, April 30, 1949, and received before 5:00 P. M., May 15, 1949, to be eligible for consideration. The deadline dates for mailing and receipt of substitute solutions are 60 days after these respective dates. The failure of any contestant, after request by the DAV Service Foundation, properly to identify the source of a questioned word, may make said word inadmissible. The DAV Service Foundation will not be responsible for lost or delayed communications or for clerical or mechanical errors and each contestant by the act of sending in an entry agrees to be bound by the rules and instructions and, in any event, with the decision of the DAV Service Foundation and/or its Committee on Awards on any and all matters affecting the contest.

10. Any contestant who accepts help of any kind from anyone (same family or household excepted) will be disqualified. Sworn statements to this effect will be required from all winners and every reasonable effort will be made to enforce this rule.

3 PRIZE GROUPS WIN A PRIZE IN EACH GROUP!

GROUP NO. 1	
1st Prize	\$5,000.00
2nd Prize	\$2,000.00
3rd Prize	\$1,000.00
4th Prize	\$500.00
5th Prize	\$200.00
6th Prize \$200. 7th to 10th prizes, each \$100. 11th to 20th prizes, each \$40. Next 30 prizes, each \$20. 60 additional prizes each \$10.	
Total	\$10,900.00

GROUP NO. 2	
1st Prize	\$15,000.00
2nd Prize	\$5,000.00
3rd Prize	\$2,500.00
4th Prize	\$1,250.00
5th Prize	\$500.00
6th prize \$500. 7th to 9th prizes, each \$250. 10th prize, \$200. 11th to 20th prizes, each \$100. Next 30 prizes, each \$50. 60 additional prizes, each \$25.	
Total	\$29,700.00

GROUP NO. 3	
1st Prize	\$30,000.00
2nd Prize	\$10,000.00
3rd Prize	\$5,000.00
4th Prize	\$2,500.00
5th Prize	\$1,000.00
6th prize \$1,000. 7th to 9th prizes, each \$500. 10th prize \$400. 11th to 20th prizes, each \$200. Next 30 prizes, each \$100. 60 additional prizes, each \$50.	
Total	\$59,400.00

FOLLOW THESE INSTRUCTIONS → SOLVE THIS DAVogram PUZZLE →

- Identify the six objects at the top of the puzzle. (The name of each object is a six-letter word.)
- See the table of letter values below the puzzle. Each letter is worth a certain number of points. If you have exactly named the objects you will find that the total value of the 36 letters that spell out the names of the six objects is 743 points. If you don't arrive at 743 points then try again, for the 36 letters must add up to 743 points.
- Now your job is to place those words, correctly spelled, into the shaded letter-paths, each of which has space for six letters. You can place any one of the six words in any one of the shaded paths. Each word must read from top to bottom or left to right.
- You will now note there are 13 empty white squares remaining in the diagram. Now you must insert letters of your own choosing into those 13 white squares and by combining these letters with the interlocking letters you have already filled into the grey squares, spell out 5 extra complete words. Each of these 5 extra words, too, must read from top to bottom or from left to right.
- Of course, it is easy to fill in 13 extra letters which in combination with the letters in the grey squares will spell out 5 extra different words, but remember your job is to use 13 letters that will give you a high score when the value of those extra letters (as shown in the table of letter values) is added to the 743 points you will have already earned if you identified the pictured objects correctly.

SEE SAMPLE PUZZLE BELOW And Read How We Solved It!

DIAGRAM No. 1



DIAGRAM No. 2

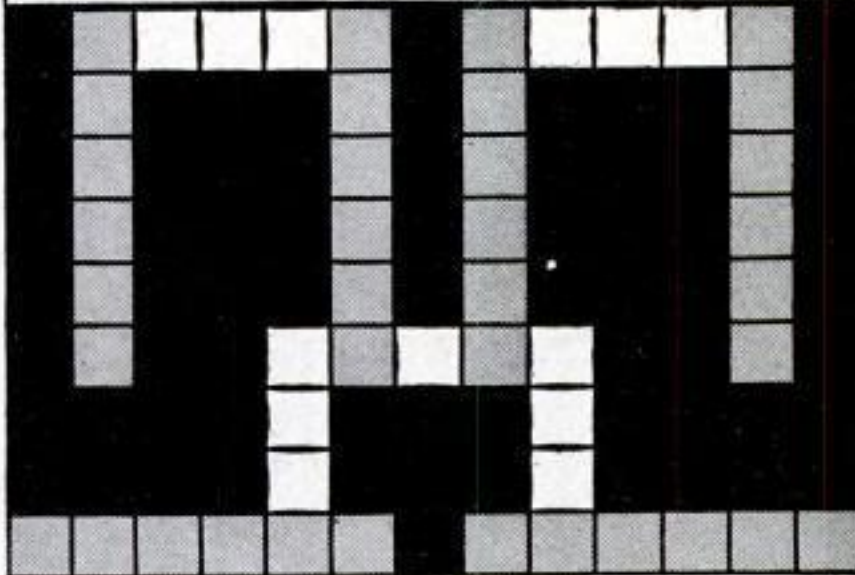


We show here how to go about solving a DAVogram, and how to work out alternate answers to get higher scores.

First we identified the objects pictured: RABBIT... SADDLE... HAMMER... KETTLE... and then we added up the value of all the letters in the names of these four objects (using the table of letter values given for the Official Puzzle) and found the total was 467 points. Next, we filled in these four names in the four shaded paths and then added 10 extra letters which gave us 3 extra words: GLOOM... HARBOR... BUILD. These 10 extra letters which we had filled into the white squares had a total value of 181 points, thus giving us a total score of 648 points when added to the letters we had filled into the shaded squares.

Then we tried again, and with some thought we changed our 10 extra letters and got three different extra words, as you can see in Diagram No. 2. We changed GLOOM to CLAIM, HARBOR to HORROR and BUILD to BUGLE. We thus attained a total of 210 points for the 10 extra letters we filled into the white spaces, giving ourselves a total score of 677. Of course these are only two possible solutions and perhaps we might have done even better by shuffling the four identified names around into different shaded letter paths. Now, if you get the idea, why not try your hand at the Official Puzzle.

OFFICIAL PUZZLE & ENTRY FORM



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TABLE OF LETTER VALUES

A-16	F-19	K-32	P-28	U-9
B-20	G-33	L-26	Q-22	V-31
C-25	H-30	M-10	R-34	W-27
D-12	I-24	N-29	S-23	X-21
E-13	J-14	O-11	T-18	Y-15
				Z-17

My Score is
POINTS

It is important that you be careful in adding your score. Mistakes may cause you to lose out. Enter right away for you may improve your score by sending substitute solution later free of extra cost. YOU MUST SEND IN THE COMPLETE PUZZLE. DO NOT DETACH FROM THIS ENTRY. MAIL TODAY!

To the DAV SERVICE FOUNDATION
Dept. 323
Washington 6, D. C.

To Be Eligible For
Chevrolet
Enter By Midnight
April 10, 1949

I enclose herewith \$ contribution to the DAV Service Foundation. Enter me in your contest. I have filled in the diagram above and at left above have also filled in the score achieved by me in solving the Official Puzzle. [Please check prize group or groups you are entering.]

- ☐ Enter me in Prize Group No. 1.
First Prize \$5,000.00.
I enclose a contribution of \$2.
- ☐ Enter me in Prize Group No. 2.
First Prize \$15,000.00.
I enclose a contribution of \$5.
- ☐ Enter me in Prize Group No. 3.
First Prize \$30,000.00.
I enclose a contribution of \$10.

Note: Donations should be made payable to the DAV Service Foundation. Please send check, money order or postal note only. Do NOT send cash.

NOTE: You may enter any one, two or all three prize groups depending on the amount donated. The following shows how a contestant can qualify for the various prize groups.

Group No. 1 (\$5,000.00 First Prize) \$2 contributed	
Group No. 2 (\$15,000.00 First Prize) \$5 contributed	
Group No. 1 and 2 (\$20,000.00 combined first prizes) \$7 contributed	
Group No. 3 (\$30,000.00 First Prize) \$10 contributed	
Group No. 1 and 3 (\$35,000.00 combined first prizes) \$12 contributed	
Group No. 2 and 3 (\$45,000.00 combined first prizes) \$15 contributed	
Group No. 1, 2 and 3 (\$50,000.00 combined first prizes) \$17 contributed	

It is understood you are to send me an Official Receipt for my entry and donation and an Official Substitute Solution Form on which I may submit (free of cost) a better score for the puzzle if I find I can improve my score any time prior to the final closing date for substitute solutions. (See Rule 8.) I have read the rules of the contest and agree to abide by them.

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If you have previously entered this 1949 DAV \$100,000.00 Puzzle Contest, DO NOT USE THIS FORM for submitting a substitute answer. Please be patient until you receive your Official Substitute Solution Form with your Official Entry Number (allow 2 to 3 weeks depending on distance from Washington, D. C.). Additional copies of this Official Puzzle and Entry Forms will be sent free on request when accompanied by self-addressed stamped envelope. (Address Dept. 500)

FULL LIST OF WINNERS WILL BE SENT TO ALL CONTESTANTS AFTER FINAL JUDGING

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BULL SESSION CONTINUED

order of the United Nations site uptown on the East River, and they have a disquieting awareness that the Port of New York is the carotid artery of the North American continent and the nations of the West. There, as at the other "downtown colleges"—Columbia, CCNY, City College of Los Angeles and a half dozen more similar urban schools—the American Communist Party is attempting an intellectual attack on the American Theory.

"Marxian principles are like the law of gravity operating on the flow of water," said the big man in the made-over army uniform. He was a senior, a married veteran living in the frontroom of a Greenwich Village tenement with his wife, a ballet student, on his GI allotment.

"Marx predicted conditions today like you could predict water running downhill. Monopoly capitalism in its last stages—dependent upon a war economy to keep going. What's true in England today will be true here tomorrow. As the profit system rots the nation, they paint the outside of the crumbling structure with socialism.

"The United States is desperate today—and only a handful of its people know it. We make alliances with all the fascists—Franco in Spain, Perón in the Argentine, the Soongs in China. If Hitler and Mussolini were alive *they'd* be our allies.

"Marx was so right. Only our \$15 billion military budget is keeping American business from complete collapse—and the next depression is the last one.

"There will be a Soviet Socialist Union of the World within my lifetime—do you think, knowing that's going to happen, that I can be interested in anything else?"

Half a dozen students at one school, as many as a hundred at another, all using the same words to express the same idea.



1 NORTHWESTERN: CHICAGO CAMPUS

But Karl Marx and his thinking have moved into a new position in the minds of other young men at American colleges. The bearded founder of Communism is neither the sacrosanct prophet that he has been to a continuing minority through the years, nor is he the crackpot revolutionist he has been to the disinterested majority. He is just an amateur with a theory.

"Marx died about 60 years ago," began the stocky economics major as we walked westward from the lake near Northwestern University's downtown branch on the Near North side of Chicago. "In his time any economist, the classical orthodox boys as well as Marx, had about the same technical understanding of their field as the weather forecasters of their time had about weather and climate. None of them could have recognized a Shinola box—to put it bluntly. Those birds could predict the economic future six months ahead like they could predict the winner of a 2-year-old maiden filly race at a half-mile track. They couldn't even *second* guess right.

"A lot of big brains have been studying the situation since then, but it doesn't look to me like they'd got out of the old ruts. For instance I was looking over a first year textbook in economics that three of our professors at Northwestern have just finished. It's a brand-new, 1948 college textbook on economics—and it's filled with the same old malarkey, a lot of cut and dried theories about how things are supposed to work because they worked that way, more or less, in the past. Nothing about 'power' or 'energy' and only little over a page on 'productivity.' What do those guys think makes the American system run so well when other capitalist systems have balled up and gone under?

"I might as well tell you that my generation is tired of that old stuff. We've got a functioning system in this country that's given

CONTINUED ON PAGE 118

Sometimes women have to carry the banners

PERHAPS you'll see the story of Joan of Arc, as portrayed on the screen by Miss Ingrid Bergman.

It's a thrilling episode in the world's history, proving that sometimes a *woman* must take the lead in the fight she believes in.

Modern women, too, must often pick up the banners . . . in *their* struggle for the security and well-being of their family.

Though earning the necessities of life is primarily a man's job, sometimes it takes a *woman* to *insure* her family's future by setting them on the *only sure road* to security . . . through adequate, regular savings.

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Soon you'll know that confidence in the future which only comes through saving.

It's a wonderful feeling for anyone. And for a woman—how doubly wonderful!

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BULL SESSION CONTINUED

more people full and satisfactory lives than any other system in history. A lot of us feel like farm kids that know a motor inside and out watching Grandpop foul up a helluva fine tractor engine and we stand there and can't say anything because Grandpop bought the damn tractor.

"If the United States could sail into a war on just a Sunday morning's notice, send 13 million men and a quarter of a trillion dollars' worth of equipment over the entire planet, win the war with less than half the expected casualties—and develop atomic energy without working up a sweat or worrying about the three billion dollars it cost—then there's no damn reason why we can't keep our people living full and satisfactory lives in peacetime. That's my personal answer to these guys in the Kremlin and all the men I know feel the same way."

An instructor at U.C.L.A. commented, "A lot of students think along those lines. The war proved the strength and the flexibility of the American system. These ex-GIs are convinced that no other nation is in the same league as the U.S. It's hard to guess what their reaction would be to a serious depression like the one of the early '30s. Remember that most of these boys have grown up during a period of economic security and expansion."

"They've never seen the system when it's been sick and I don't believe they would have much patience with it. Don't forget that these boys are used to having the government handle things, and it's my belief that if there were a serious economic slump in this country they would insist that the federal government take whatever steps were necessary to end it."

"What I mean is that they would demand something that would make the New Deal look like a thank-you note by Robert Taft. It's not that they're weaklings or radicals—they just wouldn't have any patience with hard times."

"Don't miss noting that the traditional cleavage between college students and their parents is almost altogether a thing of the past," pointed out the dean of men at Southwest Missouri State College. "It used to be that by the time a boy became a junior or senior he was separated from his folks by a proud little language of his own, a different picture of the world and—too often—a feeling that they were awkward and behind the times. They, in turn, would be resentful, indignant and sometimes feel inferior."

"That must have been particularly true of the '20s, when the young people put so much value on money, social position and conformity to the styles of the times. In the '30s there was a different situation. The world then seemed to be sinking into a hopeless poverty and a lot of those depression students felt that they were entirely on their own because the older generation had botched things up so badly."

"But these boys—especially the veterans who were overseas—have a fine respect for their parents and the kind of life their parents have achieved. That may be more true in a prosperous farming section such as the country around our college than at the big universities. But I know these boys have a good healthy respect for their parents' way of thinking."



HARVARD'S YARD

Con conversationally, at least, college men are less influenced by Marx than by Freud, less interested in economics than in personal motivations. In spite of this, however, they are not nearly the unquestioning admirers of psychoanalysts that advertising men and movie people are, among others.

"I think that these psychoanalysts are on the right track, but they must be pretty crude as yet." Two Harvard men were riding the subway into Boston and this conversation was a development of the theme, "Why do people invariably get themselves in trouble if given half a chance?"

"They've got to work closer with the biochemists. They can't just keep acting as if the mind was a rarified ghost and everything was mental," added the short blond junior. "I wouldn't be surprised if psychiatry eventually disappeared into biochemistry."

"They ought to have some good psychiatrist go over all of the

CONTINUED ON PAGE 121



The romance of Canada is symbolized by her red-coated "Mounties"

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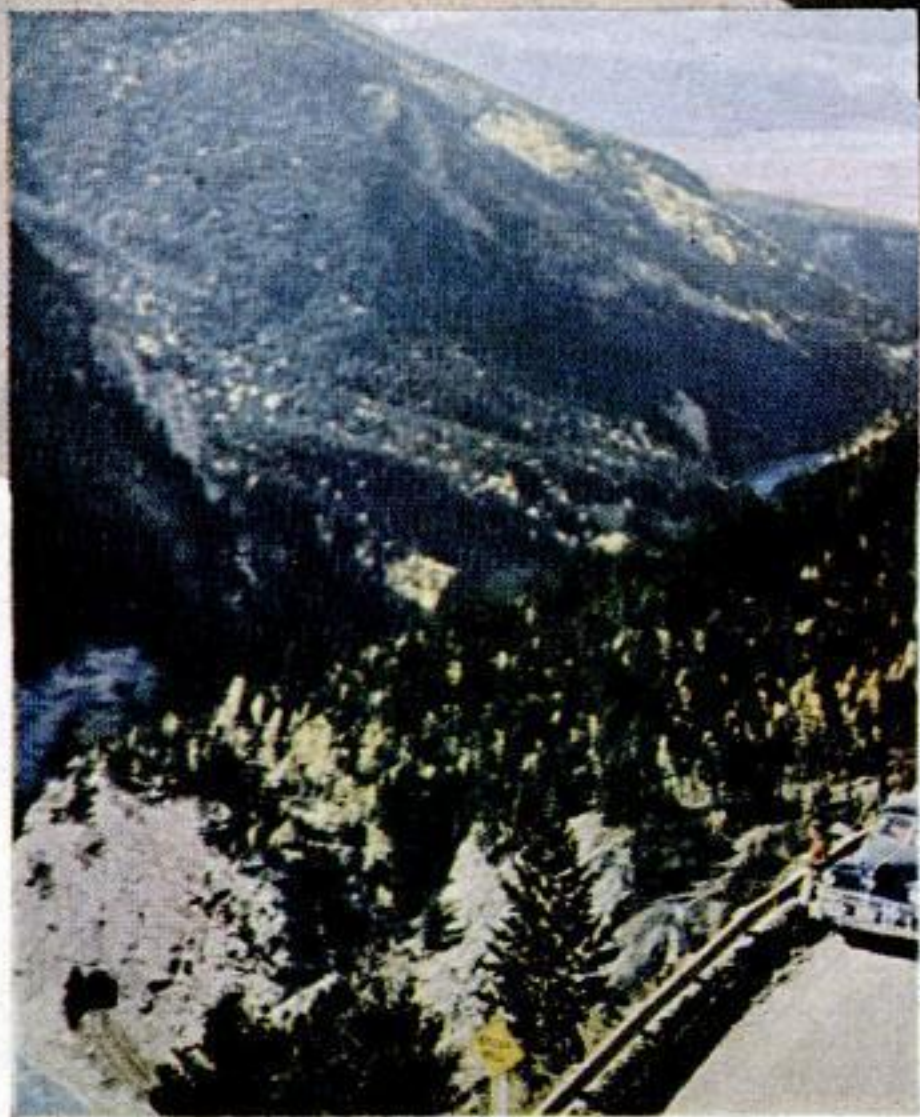
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Slightly Higher West of Rockies



NATIONAL SLEEP SHOW — APRIL 18TH TO 30TH

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BULL SESSION CONTINUED

top government officials in every country. I'll bet half of them are a little off the trolley."

"That was in Li'l Abner a couple of years ago. They passed a law that all senators had to pass a sanity test or something. Al Capp called the two psychiatrists Dr. Krafft and Dr. Ebbing. If I remember right some real United States senators protested that Al Capp was making fun of a noble body."

"Still it's a good idea. There's no way of telling now whether a senator or any other important man in government doesn't have paranoiac impulses—suppose the Secretary of State was a paranoiac for example?"

"It's up to the men around him to spot any signs of being ready for the puzzle house. I bet that's the reason some of the big wheels suddenly vanish from the government—they've blown their tops and—whoosh—off to a quiet place in the country."

"But how many of those men around a big wheel are equipped to notice any mental funny business? I bet in a few years any prospect for government office will have to be cleared by a psychiatrist."

"They ought to have psychiatrists examine all teachers, too. I'll guarantee you that some instructors are strictly psychos. Look at all the damage they can do."

"Everybody ought to be examined by psychiatrists. You know you can study history now and it's plain that some of the important men all through history were the worst kind of psychos and nobody knew it at the time."

"I wonder how many big names now could get a clean bill from Menninger or some other psychiatrist?"

"Somebody ought to invent a good nickel slot-machine psychological examiner!"

"That's where the biochemists will come in. I'll bet that in a few years they'll be able to run a blood sample through some tests and give you an emotional and mental analysis of yourself for a couple of bucks and it'll be a lot more accurate than any story of your life from a couch."

Opportunity in the South

THE dean of the Law School of the University of Mississippi pointed out a change in the direction of the young men of the South. "The law offices of New York City are filled with Southerners who headed North as soon as they got their degrees. There didn't seem to be much chance for a young man except in a big city, and the bigger the better."

"We'll admit that we have a special situation here in Mississippi. This used to be one of the richest states in the nation, but for 80 years after the Civil War most of the best of our young men left Mississippi. The timid, the shortsighted, the miserly and the stupid ones stayed behind. That's a combination of talents guaranteed to impoverish any state. Those men seemed to think there were only so many dollars in the world, and if they let somebody else get ahold of one of them that was one less for them. Between that kind of thinking, being treated like a colony by the North and with our best young men going to the cities of the North, Mississippi became the poorest state in the nation."

"But these young men today have different ideas. They tell me that there's less opportunity in a big city than there is in a small town today. There's less opportunity in the North than there is in the South. We're going to keep our best young men instead of exporting them. And it's the quality of the young men in a community that decides that community's fate."

A student at Ole Miss supplemented the dean. "We're getting to feel that the only way you can measure the wealth of a state—or a nation—is by its people, all of its people. If most of its people are poor it's a poor state, regardless of how rich the Delta Council is. We don't want to live in a poor state, and it would still be a poor state if the black half remains poor. So that's the job we've got facing us—making the people of Mississippi prosperous, black people as well as white people. It isn't going to be easy."

This attitude on race relations is not common to any large number of Southern university students, but it seems to be becoming more popular.

"I'm in favor of giving every person in the United States equal opportunity to hold the best job that he can handle and that's all," said a Jewish student at the University of Chicago. "From then on it's up to him—and I don't want to hear any more moaning about discrimination. There's one rule of nature I'd like to see printed on the top of every daily newspaper every day—'It's always the injured party's own fault. No complaints accepted from losers.' That's a basic rule for all living things, and I'm fed up to here with various kinds of people whining they're not getting a fair share. That's what

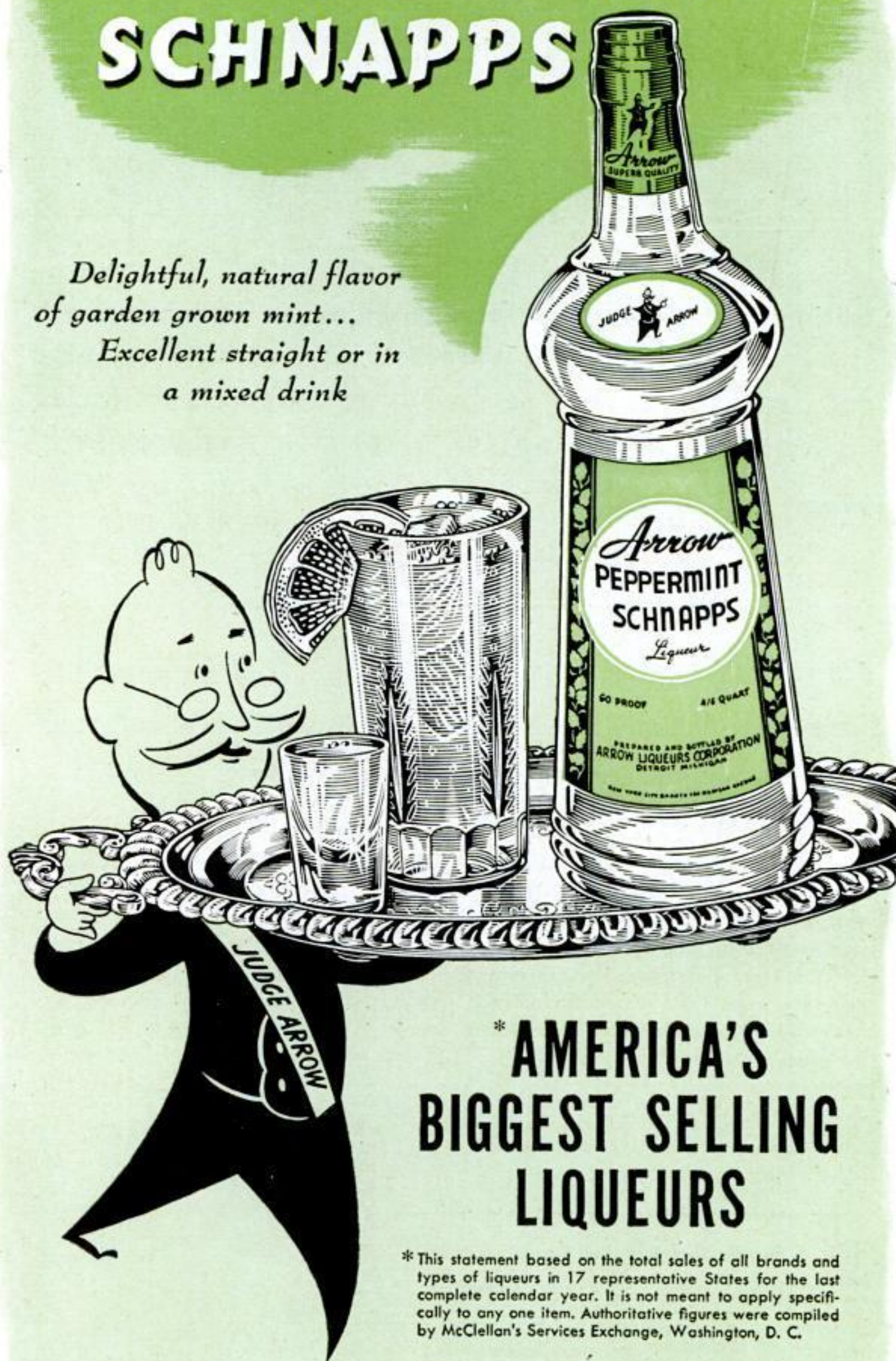
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Delightful, natural flavor
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Excellent straight or in
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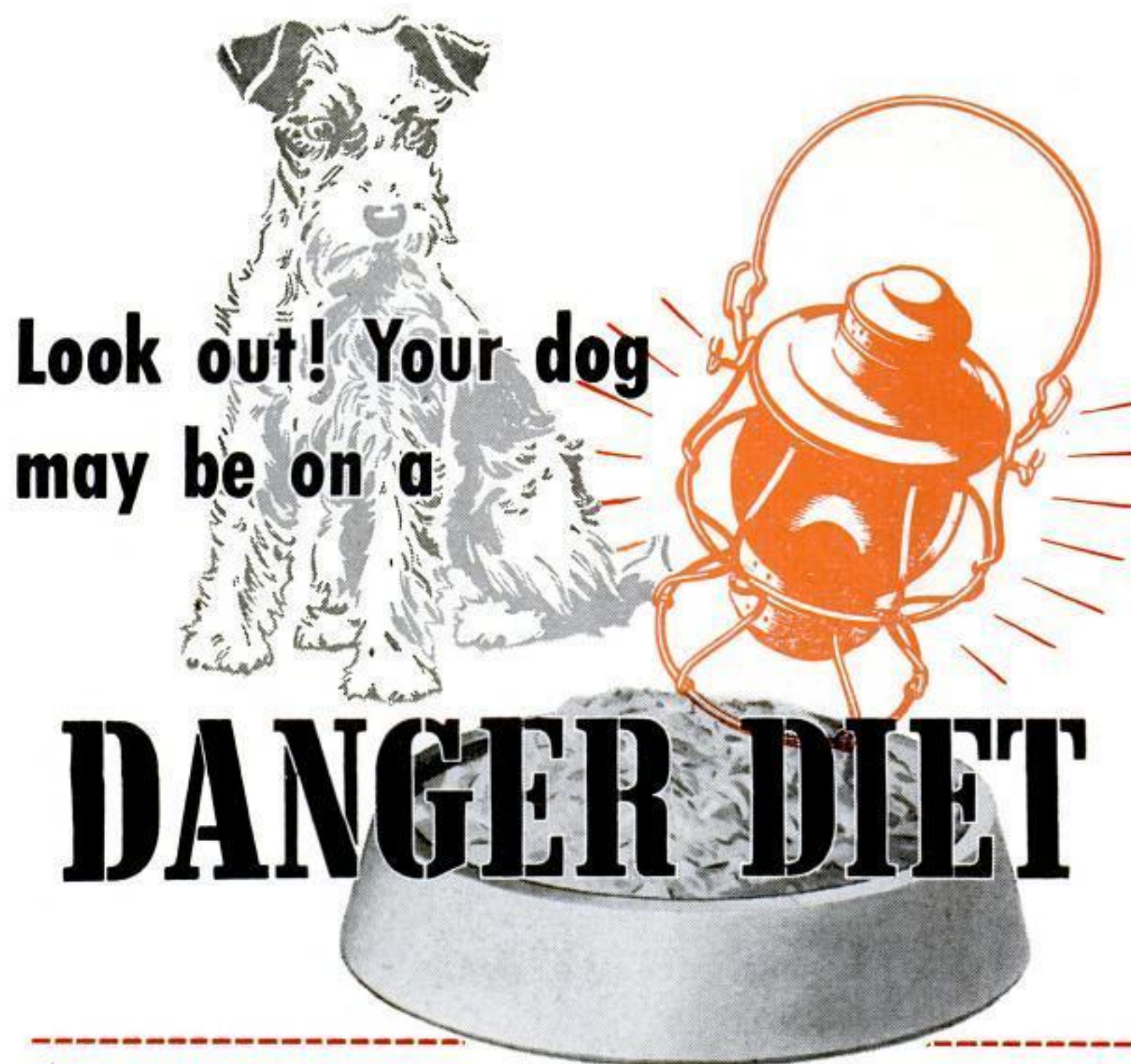
* This statement based on the total sales of all brands and types of liqueurs in 17 representative States for the last complete calendar year. It is not meant to apply specifically to any one item. Authoritative figures were compiled by McClellan's Services Exchange, Washington, D. C.

4 More Arrow Favorites

Arrow Kreemy Hed Sloe Gin, 60 proof
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ARROW PEPPERMINT SCHNAPPS, 60 PROOF . . . ARROW LIQUEURS CORP., DETROIT 7, MICH.



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Play safe! Feed rich, meaty-red **PARD**—the complete "one-dish-dinner" that provides the scientifically balanced diet every dog needs every day

ALL THE RESOURCES OF SWIFT & COMPANY combine to make Pard nutritionally so excellent. Men of many sciences have participated in the research: nutritionists, biologists, chemists, veterinarians and other specialists have experimented and studied unceasingly to make Pard America's outstanding dog food.

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MEAT BY-PRODUCTS

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Table quality. Same as used in bread and pancakes!

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Same as used in bread and cereals!

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Meets U. S. Pharmaceutical standards!

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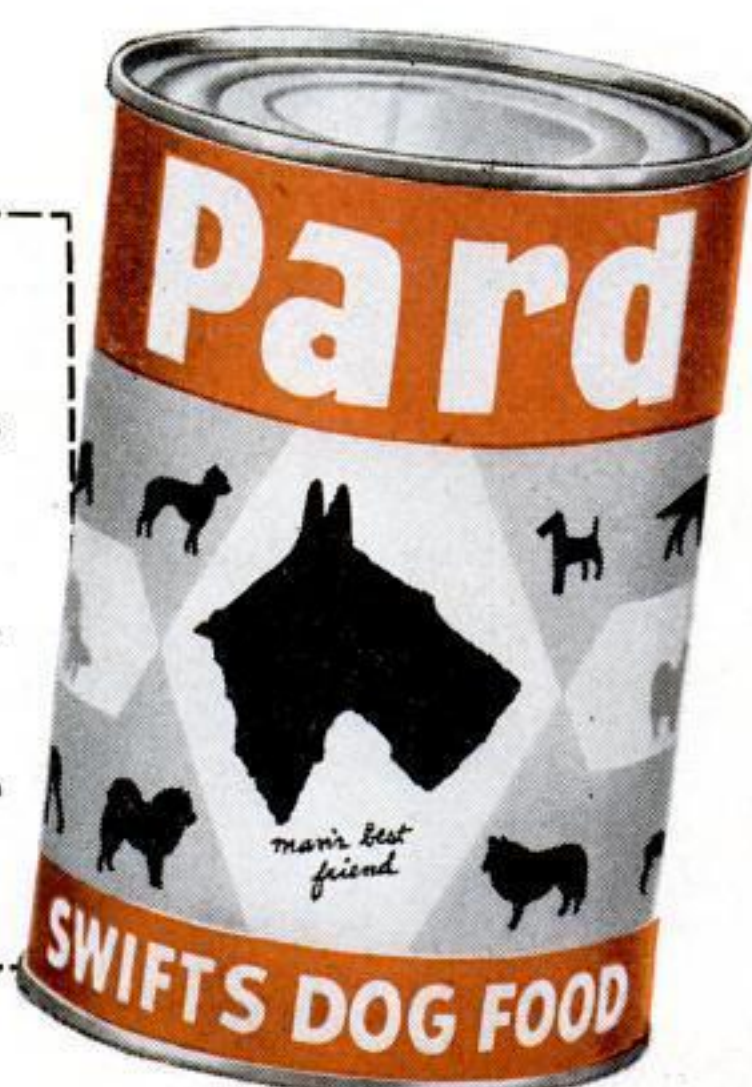
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Same as used in vitamin tablets!

B-COMPLEX VITAMINS

Same as used in vitamin tablets!

Pard contains every known essential for balanced nutrition!



BULL SESSION CONTINUED

I like about the Jews in Israel—they've stopped moaning and started taking care of themselves."

Beyond all of these interests in jobs, economics, politics and social welfare is the top priority interest of all healthy young males.

"What is there to say about the college man and sex?" shrugged a junior at Ohio State. "Dr. Kinsey put it all so well. The average college man has 2.7 sexual expressions per week—that may not be the exact figure, but does that matter?"

"By the way, the most interesting thing about that silly book was the way people fell over themselves buying it at 6½ bucks per copy—that's the real commentary on the state of sex in America. Ha!"

"Maybe there's a little less hysteria about sex among college men than there used to be. You're bound to get excited and restless, but I don't think we worry as much about it as they seem to have before the war. You try to get as much as you can the best way you know how, unless you have some unusual moral scruples or inhibitions. If you don't take it too seriously everything's all right. You can put this down—the girls are getting smarter all the time."

Another point of view from U.C.L.A.: "I wish the sex deal didn't seem so awkward. We don't have any clear sexual code in this country. Everything depends on chance—you're with one crowd and they practically have season tickets at a motel, you're with another crowd and sex is strictly a love kick. You go to another college and maybe three guys are getting something and the rest are talking about it. The whole damn thing's pretty awkward."

A question from a large state university: "Am I just seeing things or are there getting to be an awful lot of queers?"

Faculty members are in fairly general agreement that the college man of '49 seems to be handling his sexual drives with more finesse than the boys of yesteryear. "Maybe they're not so moral if you judge them by what's supposed to be, but by their own standards their morals are fine."

"I had a funny thought a couple of nights ago," said a Yale chemistry senior as we walked toward Sterling Memorial Library. "I'd been to church with my father, mother and sister that morning. That evening I began to wonder about churches and religion and God. I've talked to some of my friends about it since."

"We all belong to fairly religious families and we all go to church regularly ourselves. None of us are Catholics so our ideas are based on the Protestant churches."

"We agreed on a lot of points. Religion has become something else than an approach to God. The churches have more the purpose of fraternities. After one of my friends made that comparison we all



YALE: MARQUAND CHAPEL

thought about it and finally we agreed that's what churches are like—fraternities.

"Each fraternity has some mystic symbolism in its rituals to make it seem important and kind of permanent but that mystic symbolism doesn't have much to do with the fraternity or its members. Everybody just casually accepts it as something wonderful and mysterious and vague. Then you forget it."

"The real point to the fraternity is that you don't feel so alone. You're accepted by a group of other men, and all of you in the house feel that you are a part of something. You've set yourself off from the rest, and you've got symbols and traditions and mutual acceptance to hold you together. When you stop to look at it that's what our churches amount to."

"Every Sunday as long as I can remember I've gone to my church and the only thing that impresses me of all those years is that what Jesus said isn't nearly so important to my church as they make out."

"It's damn easy to criticize any church and damn hard to help make a church mean something," said a Northwestern dental student. "All any church can do is give you something besides an animal reason for living in a world where just about everything else is trying to kill you by one means or another."


"As the human race plunges forward in time to wherever it's going the size of that reason changes. If there's any trouble with

CONTINUED ON PAGE 124

RED stripe
says "Walking Sheer" for
sturdy wear

BLUE stripe
says "Afternoon Sheer" for
gala daytime wear

WHITE stripe
says "Evening Sheer" for
glamorous occasions



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Get the most out of the most beautiful stockings . . . with the new Phoenix Nylon Wardrobe Plan. The sheer, the sheerer, the sheerest in cloudless nylon hosiery . . . striped at the top to tell you when to wear each beautiful pair . . . for economy and longer wear.

FOR QUALITY AND VALUE . . . CORRECTLY PRICED . . . ASK FOR PHOENIX



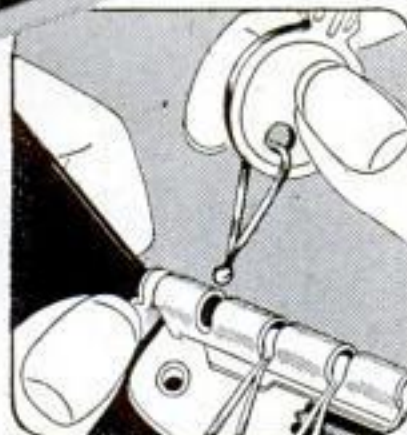
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"Got a minute? Have a Hires!"

Jimmy's jealous but smart. Swoon or no, Suzy's always got a minute for Hires. Those real root juices give Hires that refreshing flavor

with the velvet edge. It's the nicest minute a coin can buy. Say "Hires!" at fountains, or take home the handy six-bottle carrier.

Makes a minute mean so much!

BULL SESSION CONTINUED

religion today it's that they haven't enlarged the reason to keep up with the size of the question. That well-known old-time religion is a shallow and selfish one if you get right down to it—about all it amounts to is a deal between the individual and a Father-God for the individual's benefit.

"Neither science nor psychoanalysis is ever going to give a satisfying answer to that question of 'why?'—that's for religion and faith. But if you have to draw a line around your faith and say 'I believe this because I was told to believe it and I'm not going to question it at all' there isn't any faith there."

"Our churches seem kind of musty because the seminaries and theological schools filter out everybody who doesn't conform to their particular dogmas, and those dogmas don't meet the size of our question today."

"Some churches fudge on the problem. They go in for ethics and goodwill between men, which is fine and noble, but it's sociology and not religion. Religion has one job—to provide a basis for faith in living, and a reason that's greater than the animal's reason for struggling to keep alive. I don't know a man at school who isn't looking for that kind of faith."

Cal Tech, Carnegie, M.I.T., Cornell—these are potent names in the land today. But there are many others—engineering schools at little



CAL TECH: THROOP HALL

colleges and big universities—which join in this potency. At these schools are the young men who are exploring the essential mysteries of time, space, energy and life.

From the courselist of Cornell University: "Theory of High Energy Phenomena: Dirac equation, Klein-Nishina formulas, pair production, Bremsstrahlung of electrons and mesons, production of mesons." A graduate course which is directed toward the understanding and control of the forces in that special concept of space within the nucleus of the atom where matter and energy are exchangeable in a time field as yet beyond concept—a graduate course for matter-of-fact young men in crew haircuts, easygoing young men who are apt to enjoy beer or boxing, pleasant-talking young men to whom Los Alamos is Fulton's steamboat or Wright's airplane.

"Riding home on the bus after school gives me an odd feeling—here are all these people, particularly the kids, and they don't realize what's happening," said the young man from Cal Tech.

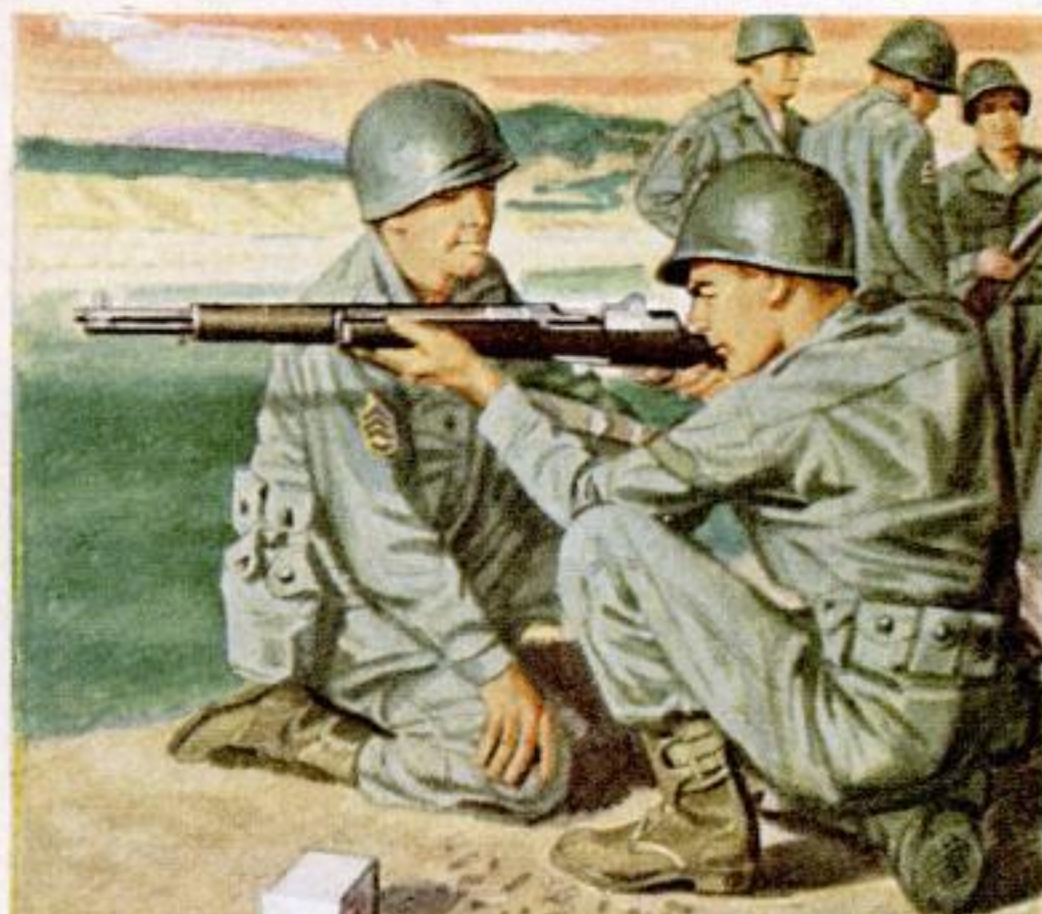
"Sure they appreciate stuff like atomic bombs and supersonic planes, but they think things are just going to be bigger or faster and better. What's actually going to happen is that everything is going to be different—they haven't got the vaguest idea of what the world's going to be like that they're going to live in. There's going to be a bigger difference between human customs in 1969 and today than there is between today's customs and those of 1949 B.C. And these people I see on the bus going home—along with all the rest of us—are going to have to live through that change and make some deep adjustments."

"When I'm at school and things seem pretty routine I forget what we're doing and where we're going—and then I'll think of the gene studies that probably will change the human race more in the next few generations than let's say selective breeding has done to milk cattle in the last 500 years, or of the electronics boys at M.I.T. and their servomotor robots—intelligent, faithful, accurate and untiring—or the computer men at the Moore School with their machines that will solve a problem involving several hundred thousand separate and simultaneous calculations in a few hours, or the guided missile and upper atmosphere men at Guggenheim Lab here who already live in a world of 10 miles per second speeds and man-made satellites, or the biochemists at Chicago to whom life is a series of electronic and molecular relationships that are becoming more obviously understandable by the minute, and all the rest of us—patient, relentless and ruthless. Then I ride home with these people on the Pasadena bus and I think, 'Don't you realize what we're doing to you and your world? You ought to be excited and frightened and be preparing for it'—and then I realize that they're doing just the right thing, taking it day by day."

The Inside Story ON YOUR NEW ARMY

... the story of what the men of your Army do, of how they live. Their jobs are important ... their skills many ... their lives productive and interesting.

AFTER HOURS —Like you and the fellow next door, the soldier has time for recreation and relaxation. For example, these members of the First Infantry Division—now stationed in Germany to help guard the peace—have time after hours for taking part in sports, seeing the sights and visiting places of historical interest.



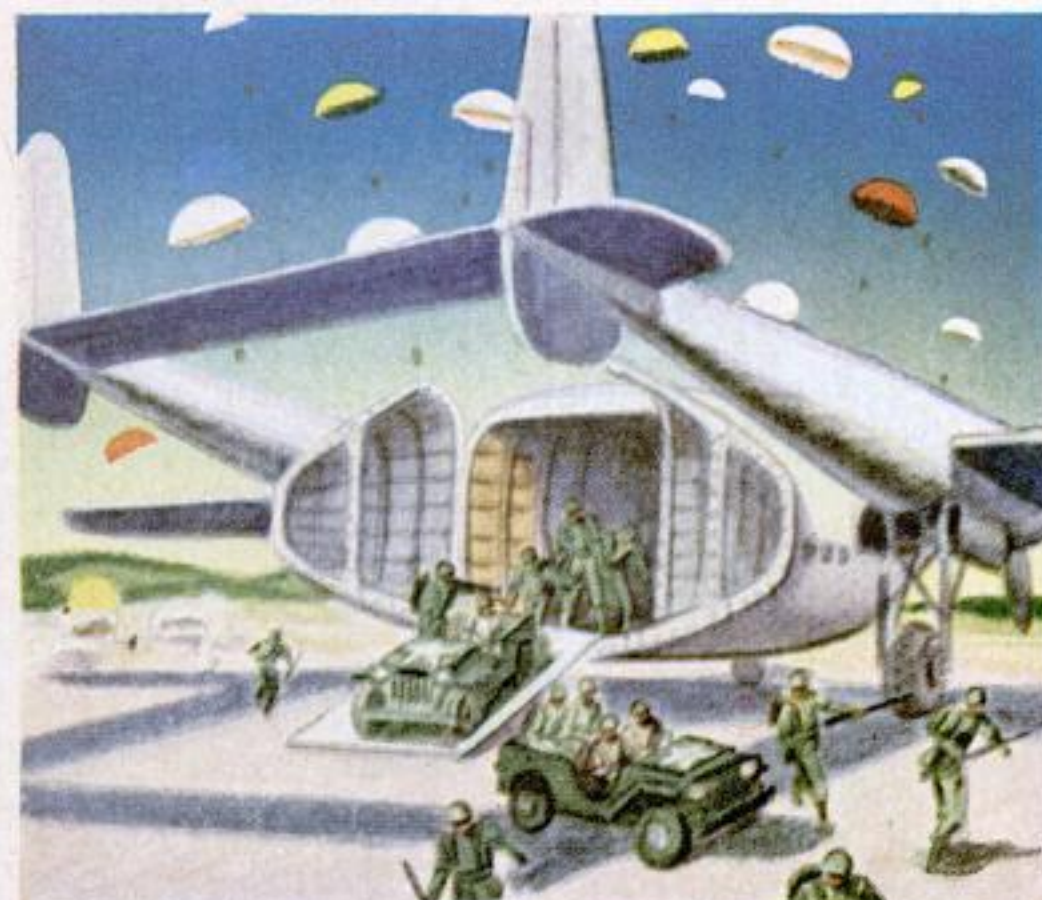
EXECUTIVE AT WORK! As in other businesses, Army men today have jobs of real responsibility — like this sergeant of the Eighth Infantry Division who is instructing in marksmanship. Today's non-commissioned and commissioned officers must have leadership ability, specialized knowledge, human understanding of men.



A BETTER LIFE for you tomorrow. A more efficient and economical Army today! These are the results of research work which modern soldiers—like these men of the Second Infantry Division—are doing. The work varies from studying the effects of intense cold on equipment to devising new communication techniques.



3300 VEHICLES of all sizes, shapes and descriptions—from small jeeps to tanks like these of the Second Armored Division—are used by a streamlined Armored Division. All must be kept at peak operating condition. That's why so many men benefit from the Army's technical school training—the finest in the world!



MANEUVERS —like those of the 82nd Airborne Division above—are vitally important in the life of today's soldier. Here all of the knowledge gained in technical schools and classrooms is put to practical use. Here new methods and procedures are evolved ... leadership discovered ... teamwork developed!



CHOW TIME! Today's soldier gets the best food in the world—the finest meat and vegetables grown! And your Regular Army keeps diets and menus varied and interesting. All Army men are well-fed no matter where they may be ... even when on field maneuvers like these men of the Third Infantry Division.



DEMOCRACY AT WORK! Your Army helped win the peace ... today its members are working to protect it. Wherever they are—in Germany, Korea or Japan—they spread the American way of life. These members of the First Cavalry Division, for instance, are your "on-the-spot" ambassadors of good will in Japan.



PEACE IS AMERICA'S MOST IMPORTANT BUSINESS

THE NEW ARMY AND AIR FORCE OFFER...

- ★ WIDEST CHOICE OF CAREER JOBS
- ★ BEST OPPORTUNITY FOR ADVANCEMENT
- ★ UNUSUAL RETIREMENT BENEFITS

U.S. ARMY and U.S. AIR FORCE
RECRUITING SERVICE

YOUR DOLLAR GOES FARTHER WITH **HANES**. BUYING OUR OWN COTTON, SPINNING
AND KNITTING IT, GIVES YOU FINE VALUES AT COMMON-SENSE PRICES.



“Nothing
beats
a fig
leaf”

—Eve

A Hanes Fig Leaf Brief is even more comfortable than Adam's attire. Body-conforming fit accents the athletic figure. Top-quality elastic in waistband and leg openings. Gentle athletic support. Hygienic double-panel seat. Worth shopping for at 80c. T-Shirts, 95c. Sleeveless shirts, 65c to \$1.25. (Shirts and Briefs 5c more in Pacific and Rocky Mountain States.) Boys' sizes, too.

Nothing
beats a



Fig leaf
Brief

P. H. Hanes Knitting Co., Winston-Salem 1, N. C.

Knitters of fine underwear for 48 years

Briefs • Underwear • Bias-cut Shorts • Sportswear • Children's Sleepers





RUDOLPH'S BODY lay in state at the emperor's palace in Vienna. The top of his head, blown off by his own pistol shot, was plastered and bandaged in order to

hide the real cause of his death. Burns on his face were covered with pink wax and flowers strewn over his trigger finger, which froze in the crooked firing position.

The Truth about Mayerling

BOOK SHEDS NEW LIGHT ON A FAMOUS OLD ROMANCE

On the morning of Jan. 30, 1889 the blood-spattered bodies of Prince Rudolf, the 30-year-old heir to the Austro-Hungarian throne and Mary Vetsera, a pretty young Viennese society girl, were discovered in the royal hunting lodge at Mayerling. It was clear that Rudolf had shot his companion, and then blown the top of his head off. Ever since, the death pact of these lovers has been regarded as one of the most romantic tragedies of modern times, a tragedy supposedly precipitated by the emperor's refusal to countenance the marriage of his son to the 17-year-old beauty.

Another version of the story has recently been published, completely demolishing this romantic legend. In a book called *Rudolph: The Tragedy of Mayerling* (Scribners, \$5) a Hungarian-born count, Carl Lonyay, reveals hitherto secret documents left to him by his uncle who married none other than Rudolf's widow. When his aunt and uncle died, Lonyay decided that the world and its romanticists should know the facts.

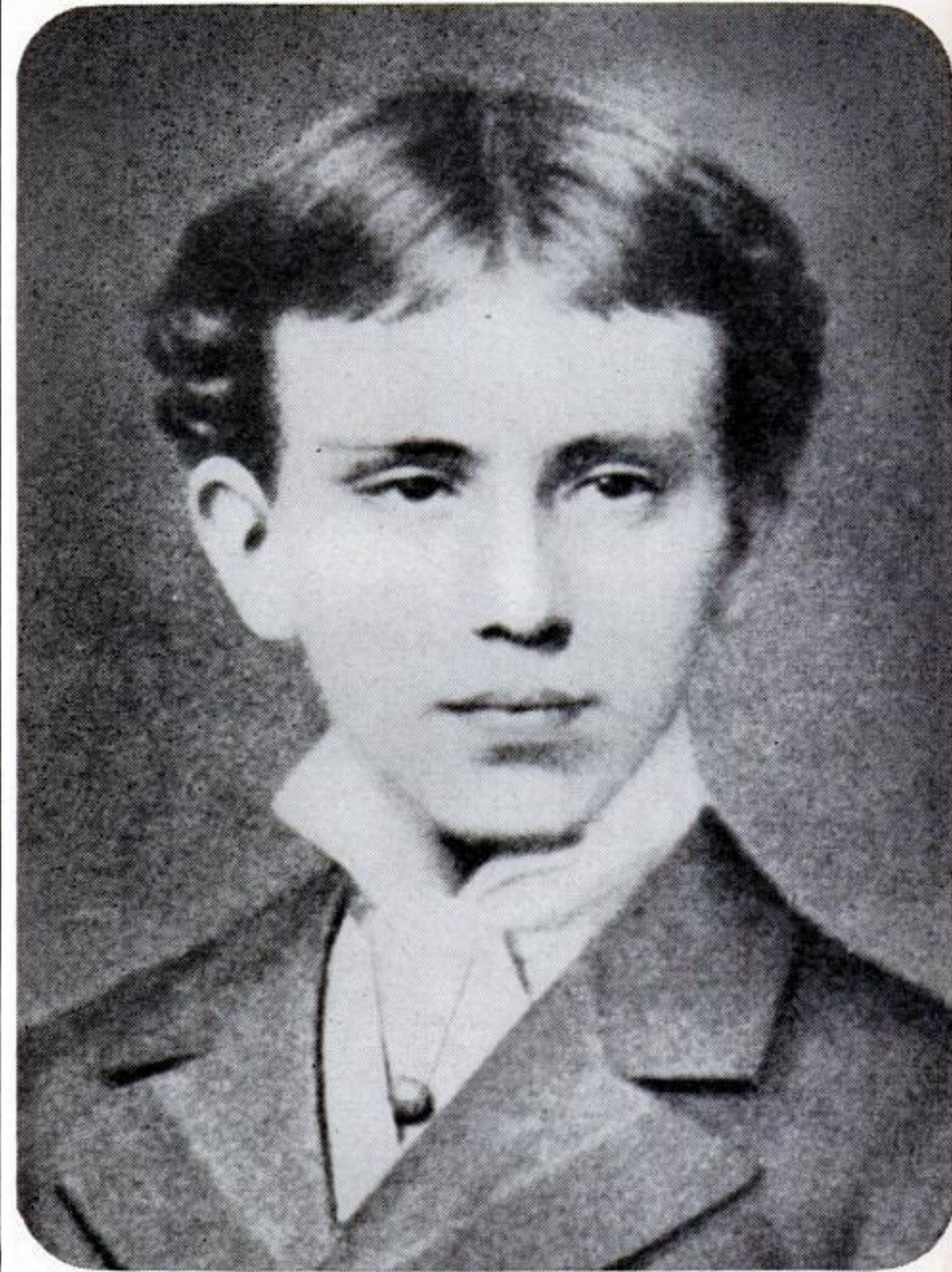
Rudolph, according to Count Lonyay, was not in love with Mary at all. In fact he had spent the previous night with another woman. Mary was infatuated. A sensual coquette, an avid reader of improper books, she had been having affairs

since she was 16. Rudolf, afflicted by venereal disease in his youth, neurotic, addicted to drugs and alcohol, had been contemplating suicide for months. He liked to study the convulsions of dying animals and had even proposed suicide pacts to other people who refused. But Mary proved to be a willing suicidal companion, delighted with the idea of being found dead in the crown prince's bed.

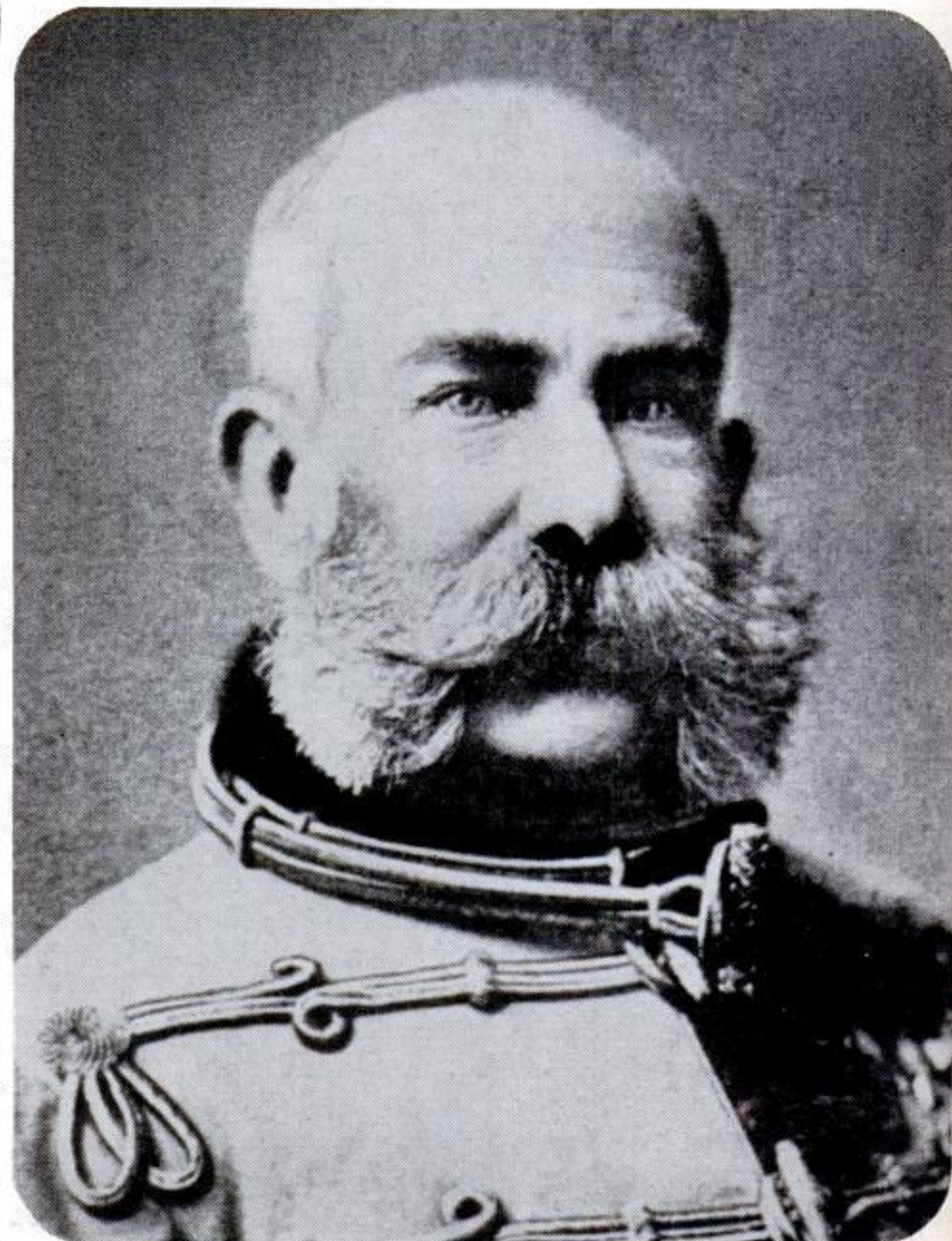
Rudolph's twisted personality is believed by Lonyay to have been formed when he was a child. Sensitive and artistic, he was schooled to be tough by a tutor who liked to awaken him in the middle of the night with a volley of pistol shots. Another more enlightened tutor taught him the arts and sciences. But when Rudolf developed liberal leanings, court intriguers replaced the tutor with another whose job was to convert Rudolf into a harmless rake. Rudolf soon compiled a classified index of women he had loved. His marriage to the Princess Stephanie, the best available candidate, made matters worse. Stephanie was ugly and too stupid even to make out a menu. Something like the Mayerling tragedy was inevitable. Mary Vetsera was nothing more than Rudolf's foolish but willing instrument.



RUDOLPH'S WIFE (left) was Stephanie, a princess from Belgium. Mary Vetsera (right) was his paramour.



RUDOLPH AT 17 was a sensitive, neurotic product of years of royal inbreeding. His two grandmothers, in fact were sisters. A good student, Rudolph had a flare for languages and made witty after-dinner speeches. At one time he wrote revolutionary articles for a liberal Viennese newspaper.



FRANCIS JOSEPH, emperor of the Austro-Hungarian empire, was Rudolph's father. Lonyay pictures him an ignorant brute who couldn't even write his own speeches. His cold attitude helped cause Rudolph's neuroticism. Hearing of suicide, he was more furious than sad, tried to hush it up.



Helen: Your dinner last night was wonderful!

Jane: Thanks, dear. It was certainly simple -- just fish and ...

Helen: Wine! That Sauterne you served was perfect!

Jane: California Sauterne, Helen. It does wonders for fish!

Helen: I'd like to try it tomorrow night. But -- is it expensive?

Jane: That's the best part. Sauterne wine from California costs so little we can afford to serve it often!

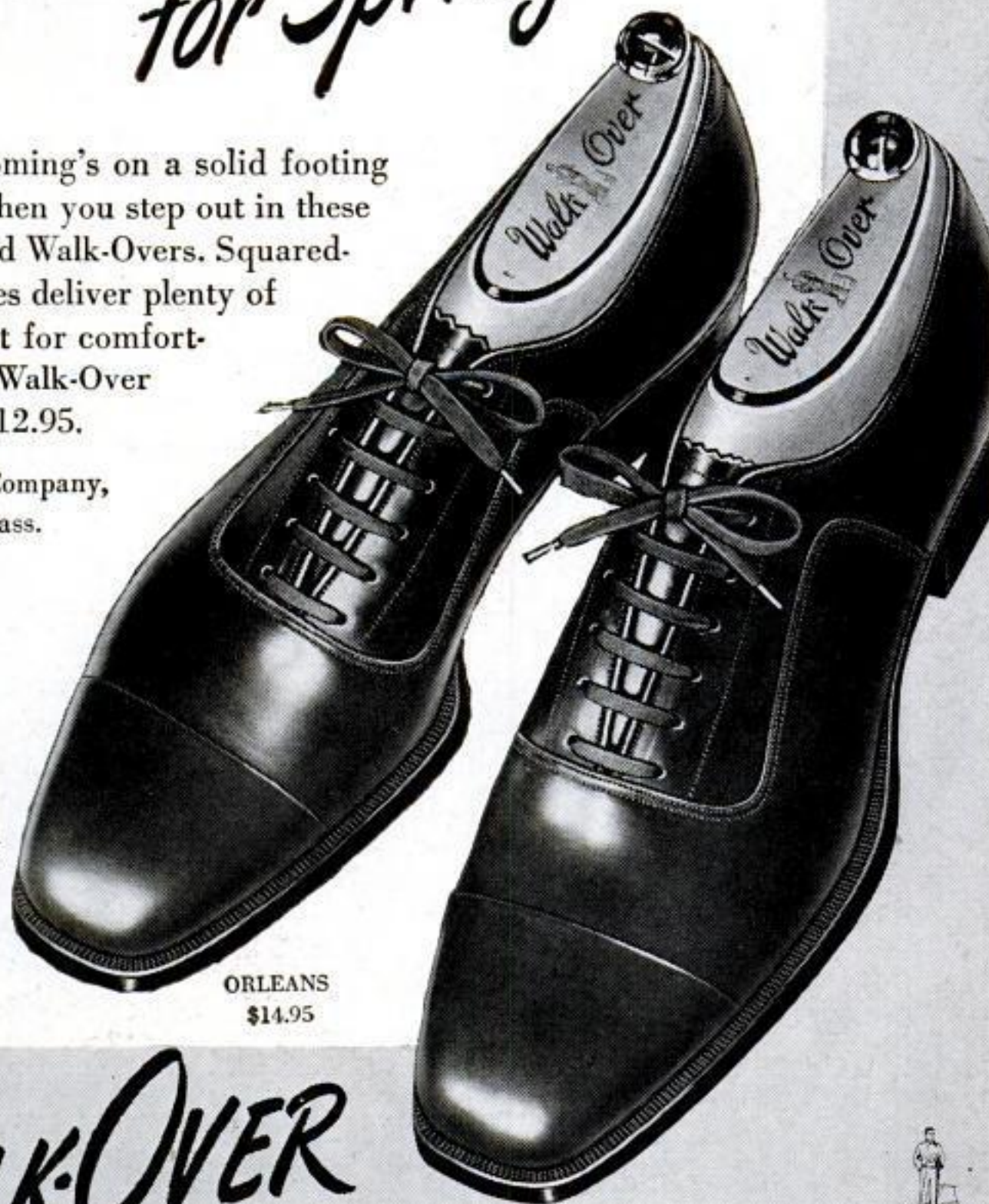
Wine Advisory Board,
717 Market St., San Francisco 3, California



*Squared away
for Spring...*

• Good grooming's on a solid footing this season when you step out in these trimly tailored Walk-Overs. Squared-off French toes deliver plenty of room up front for comfort-craving feet. Walk-Over prices from \$12.95.

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ORLEANS
\$14.95

WALK-OVER

SHOES FOR YOUNG-FEELING MEN



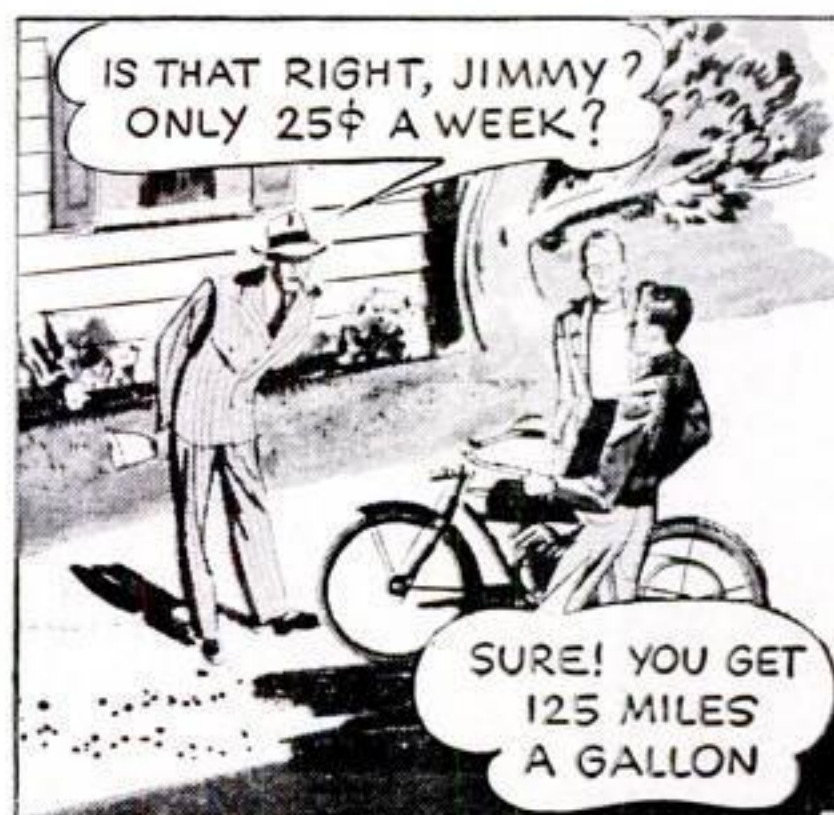


RUDOLPH AT ABOUT 23 posed for this picture in the braided uniform of a lieutenant general of the imperial army. He became a colonel the day after his birth, a major general at 20, a lieutenant general at 21. Fascinated by pomp, he did fairly well in the army although he was a physical coward.



EMPERESS ELIZABETH, mother of Rudolph, came from a ducal, non-reigning family in the empire. Unconventional and restless, she was bored with court life and with her husband from whom she separated in 1862. Suffering from lung trouble, she traveled constantly and saw little of her son.

CONTINUED ON NEXT PAGE



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NECESSARY ATTACHMENTS

\$109⁹⁷

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F.O.B. Pontiac, Mich.

Fits any man's balloon-tire bike
Twist-Grip Controls
Steel Cable Core Notched
V-belt Drive
Rugged 2½ h.p. 4-cycle engine
Over 4000 Whizzer Dealers
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For nearest Whizzer Dealer, call Western Union, ask for Operator 25. For catalogue, write WHIZZER MOTOR COMPANY, Pontiac, Michigan.

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MIDWAY, KY. • NEW YORK, N.Y.*

**An American Favorite—because
it is the finest-tasting whiskey
of its type in America—and the
best whiskey value in America!**

PARK & TILFORD DISTILLERS, INC., NEW YORK • 62½% GRAIN NEUTRAL SPIRITS • 86 PROOF

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Telegramm:

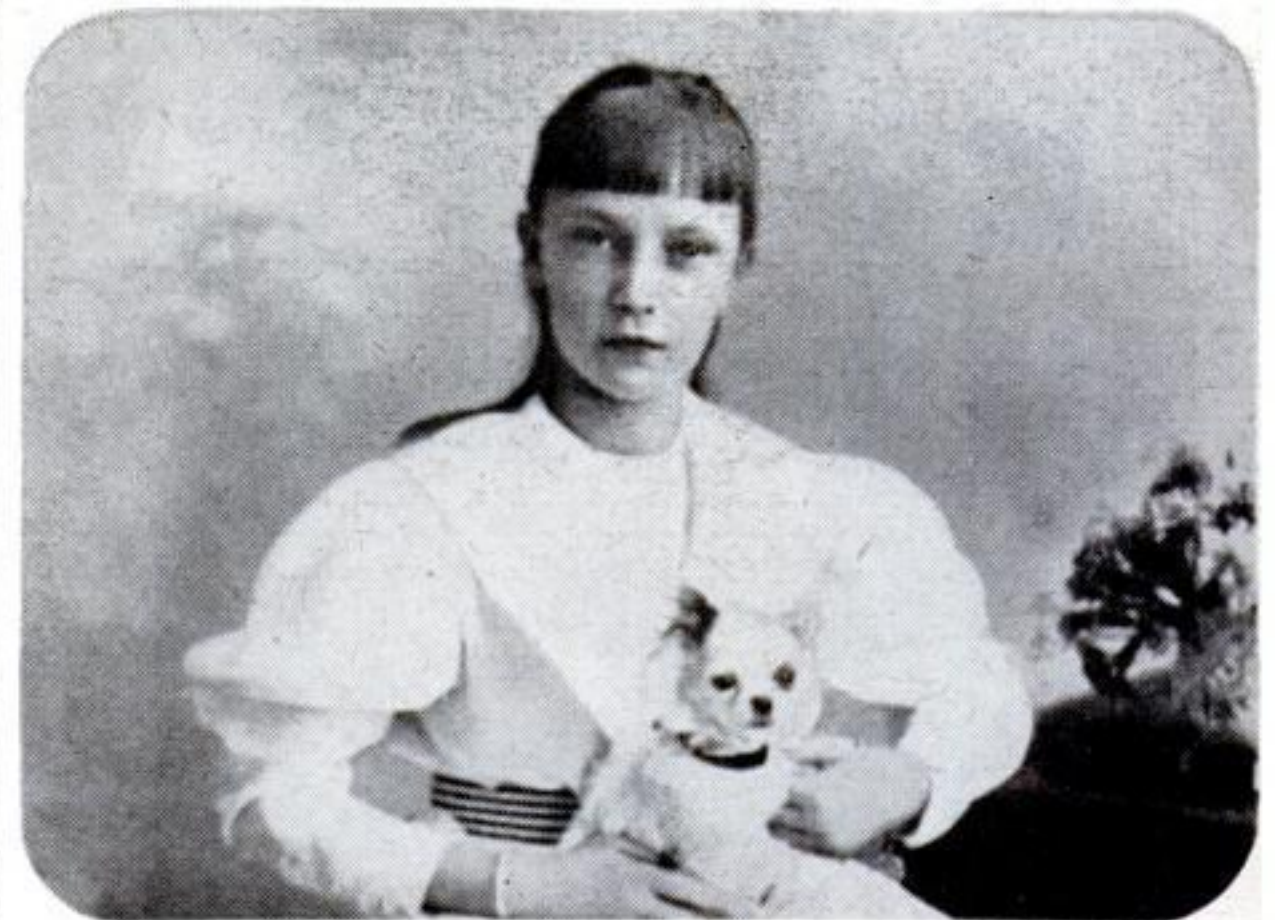
Telegraphen-Anstalt d. Hof-Telegraphen-Anstalt
Telegraphen-Anstalt d. Hof-Telegraphen-Anstalt

Telegraphen-Anstalt d. Hof-Telegraphen-Anstalt
Telegraphen-Anstalt d. Hof-Telegraphen-Anstalt

Erzherzogin Stephanie
d. Hof-Telegraphen-Anstalt

Ich bitte Sie, meine Frau,
dass Sie sofort nach
Mayerling kommen, da
ich zum Dinner nicht
kommen kann, aber ich
möchte wegen meiner
Erfahrung die Gefahr
Mayerling nicht
und mit Toten
bleiben.
Ihre Frau
Rudolf.

TELEGRAM to Stephanie was sent by Rudolph from Mayerling on the day he blew out his brains. He was supposed to attend the emperor's dinner in Vienna that same night, but his wire to his wife explained perfunctorily: "Please write papa that I respectfully beg his pardon for not being able to come to the dinner, but I do not care to risk the drive with my bad cold and think it best to stay here. . . ." After composing several other last-minute death messages, Rudolph shot Mary about midnight, then took some 10 hours to summon up enough courage to shoot himself.



ARCHDUCHESS ELIZABETH, nicknamed Erzsi, was an only child of Rudolph and Stephanie. Rudolph was fond of her and remembered her in a farewell note to Stephanie found near his body at Mayerling: "Dear Stephanie—You are now released . . . and freed from torment. Be happy in your own way. Be kind to the little one, who is all that remains of me. Give my last greetings to all my acquaintances. . . . I go to my death calmly. Death alone can save my good name." Erzsi married twice, became a socialist and was once known as the Red Princess.

CONTINUED ON PAGE 133

Give Her the EASTER GIFT that

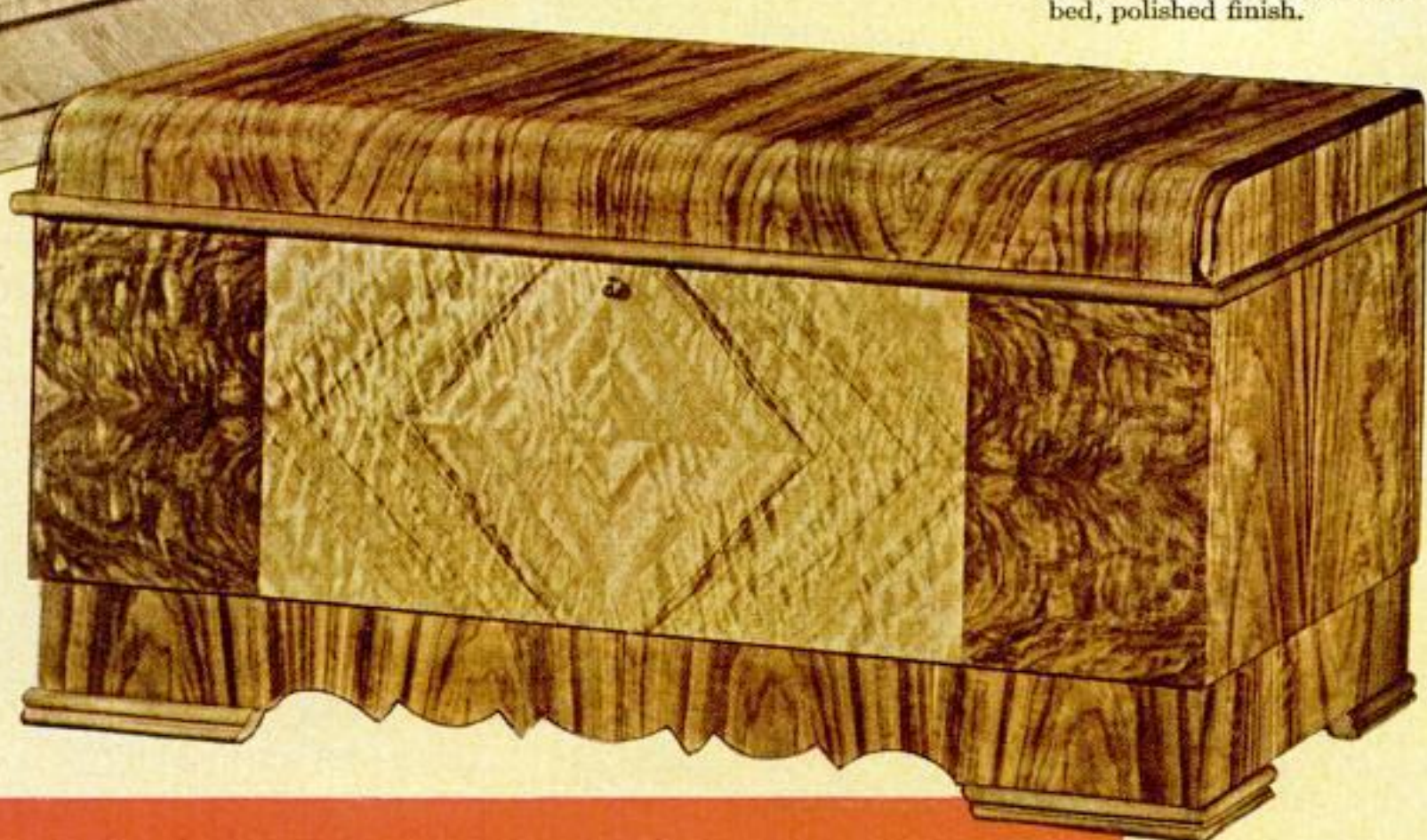
*Promises Love
Everlasting*

**A LANE
Cedar Hope Chest**



Easter **SPECIAL!**

No. 2324. (at left) \$59⁹⁵
An exciting value.
Sleek contemporary design in
matched rift cut white oak.
Equipped with Lane's pat-
ented automatic tray. Rub-
bed, polished finish.



Easter **SPECIAL!**
\$49⁹⁵

No. 2300. (at right) Greatest
Lane value in years! This
popular waterfall design
glamorously combines
diamond matched Paldao
wood with rich American
Black Walnut Stump.
Equipped with Lane's
patented automatic tray.

**The Gift That
Starts the Home**

LANE CEDAR *Hope
Chest*

MILLIONS OF GIRLS YEARN FOR THIS ROMANTIC LOVE-GIFT

Easter! What more appropriate time to make
her hope chest dream come true with a
LANE! Give her this gift that says: "Darling,
we'll keep the glory and the wonder of our
love forever." It's the one gift she will love
more and more as the years go by—the
beautiful sanctuary of her precious treasures
—the ever-present symbol of your devotion!

**The Only Pressure-Tested Aroma-Tight Chest in
the World,** with Lane's patented features. Every
LANE Chest backed by Moth Insurance Policy,
when proper application is made.

Write Us, if you don't know the Lane Dealer in
your town, or if you cannot secure a Lane Chest
locally, send us your money order: We will
arrange for delivery through our nearest Lane
dealer. The Lane Company, Inc., Dept. L,
Altavista, Va. In Canada, Knechtels, Ltd.,
Hanover, Ont.

There is only one genuine Lane Cedar Hope
Chest, and it can be had in all popular woods
and designs to harmonize with all types of
finishes. Insist on LANE.

(All prices slightly higher in the West and Canada.)

**No. 2221. (at
right) \$79⁹⁵**
Authen-
tic 18th Century design
in glowing Honduras
Mahogany. Convenient
drawer in base, two
simulated drawers
above. Beautiful in
bedroom, hallway, liv-
ing room or dining room.
She'll love it—always!



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Now! Have the latest styles for half what they'd cost in a store!

A BEAUTIFUL NEW SINGER WILL HELP YOU DO IT!

JUST WHEN CLOTHES are so expensive, when sewing can save you half—along come the finest SINGERS ever!

Designed not just to sew, but to sew beautifully, surely, easily. Choose the model of your dreams tomorrow!

Your SINGER SEWING CENTER is ready with lessons, notions, services to help you sew the newest, smartest styles.



• **SINGER* Featherweight Portable** does work of a full-size machine. Weighs only 11 lbs. Comes in handy case. Outsells any other model in the world!



• **A SINGER is so easy to use!** Saves basting; sews over pins. Has wide range of speeds, non-glare sewing light, quick threading, tension indicator



• **Select a style that suits your home.** SINGER has many beautiful models in period and modern design. Matching stool available with De Luxe Desk



• **Set of basic attachments** comes with every new SINGER. More than a dozen others available. Zipper foot, shown, makes placket-finishing easy.



Dress at right is made from Vogue Pattern #S-4920. Jacket from Vogue Pattern #6672.



• **You're sure of dependability** with a SINGER! And service is as near as your nearest SINGER SEWING CENTER. Queen Anne model is one of the favorites.



• **There's a price to fit your purse:** SINGER Machines start at \$89.50. Easy budget terms. Liberal trade-in allowances. Above is newest console.



• **Best notions in town!** Your SINGER SEWING CENTER has them. They'll make buttons, button-holes. Give sewing lessons as gift with new machine.

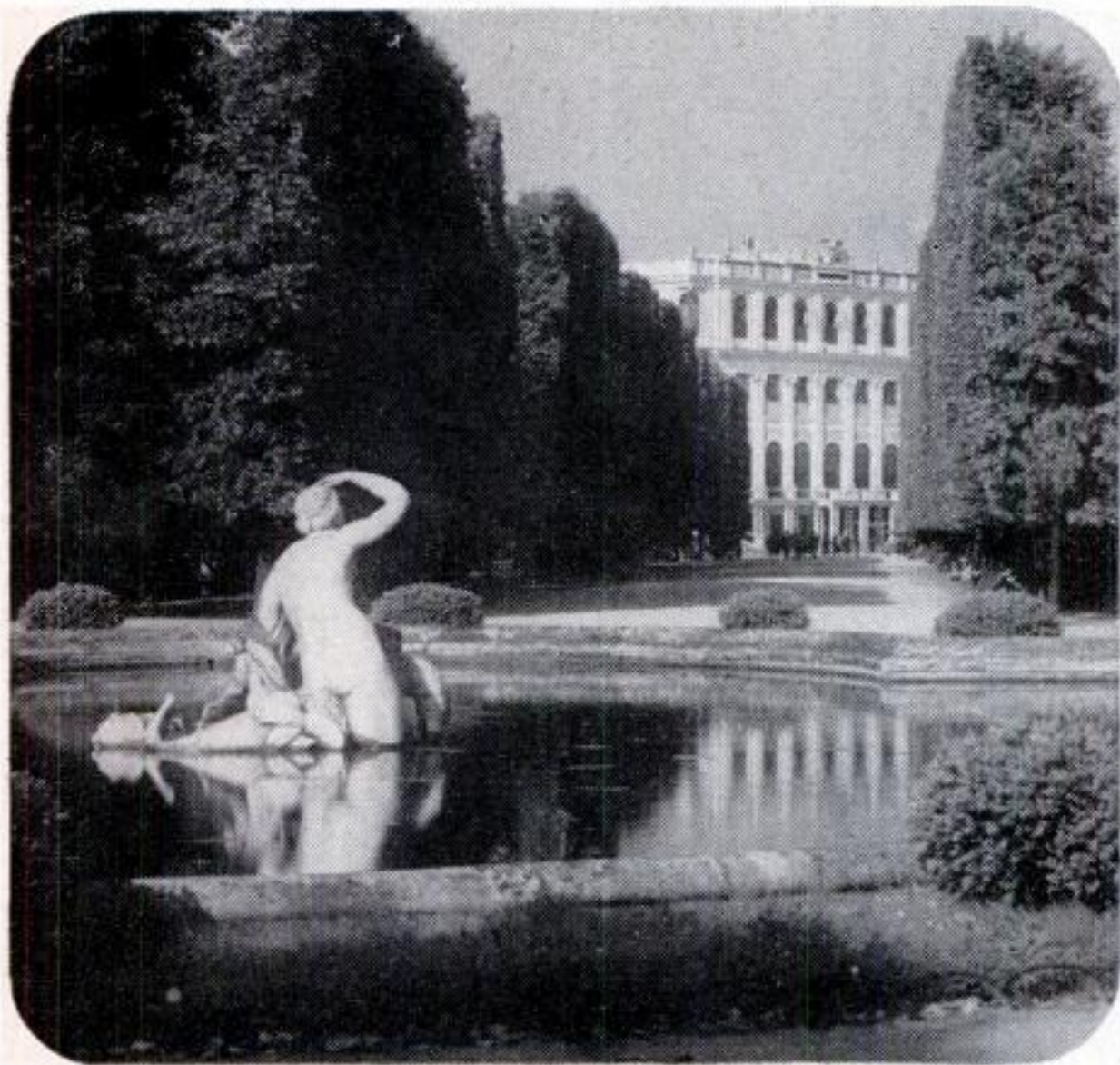



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by THE SINGER
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FOR YOUR PROTECTION SINGER Sewing Machines, Vacuum Cleaners, and other products are sold only at SINGER SEWING CENTERS, identified by the Red "S" on the window, and never at other stores.

Above is SINGER SEWING CENTER at 115 Main St., Suffolk, Va. Hundreds from coast to coast. For address of your SINGER SEWING CENTER see classified phone directory. SINGER SEWING MACHINE CO.

SINGER SEWING CENTERS
THERE'S ONE NEAR YOU TO SERVE YOU



SCHÖNBRUNN, once a Habsburg palace, contained 1,441 rooms, 139 kitchens and a private apartment for Rudolph. It is now a show place.

THE HABSBURGS OBJECT

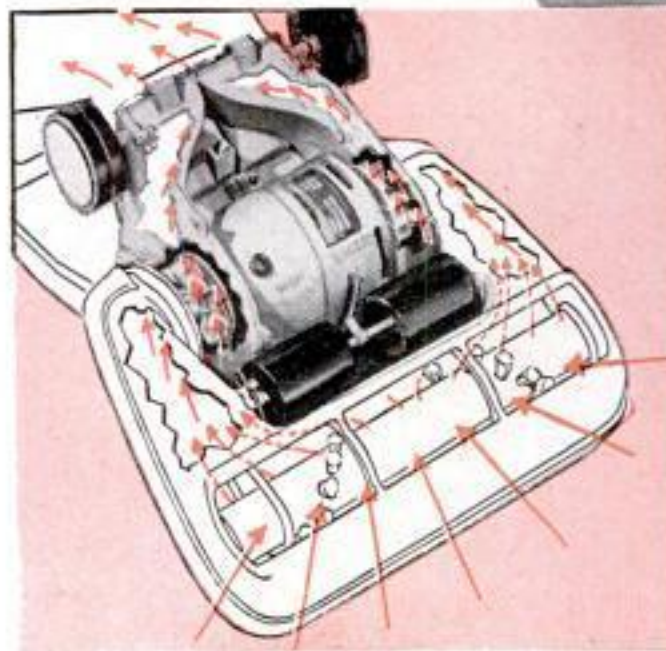
Count Lonyay's unflattering book naturally stirred up high indignation among the living Habsburgs. The heir to the Austria throne, 37-year-old Archduke Otto (*below*), who is known to U.S. lecture audiences, has made no public comment since the book's appearance. But one of his cousins, Franz Joseph, has sent out letters to New York City booksellers warning them that the book is "scandalous, libelous, defamatory and is a scurrilous attack on deceased members of the Habsburg family." The publishers of the book promptly replied that they were prepared to defend it in any court action. But so far no action has been taken.



HABSBURG PRETENDER to nonexistent Austrian throne is Archduke Otto, living in U.S. He is Rudolph's first cousin once removed.

SINGER PRESENTS The all-new cleaner with Dual Suction

At last! Dual suction! The new SINGER* Vacuum Cleaner is the first to bring you *two* fans instead of one! The most amazing dirt-getting action you ever saw!



NEW! NEW! NEW! MORE WONDERFUL SINGER FEATURES!

No more foot-pedal acrobatics. Magic handle adjusts to any position you like.

No stooping. Cord outlet lets you pull out cord as you need extra length.

No stumbling over excess cord. Cord-control button reels cord in — gets it out of your way as you clean.

Exclusive "floating" brush gently loosens deep imbedded dirt. Adjusts automatically to most any rug thickness.

Extra cleaning power for heavy jobs. Two-speed switch for light and heavy cleaning.

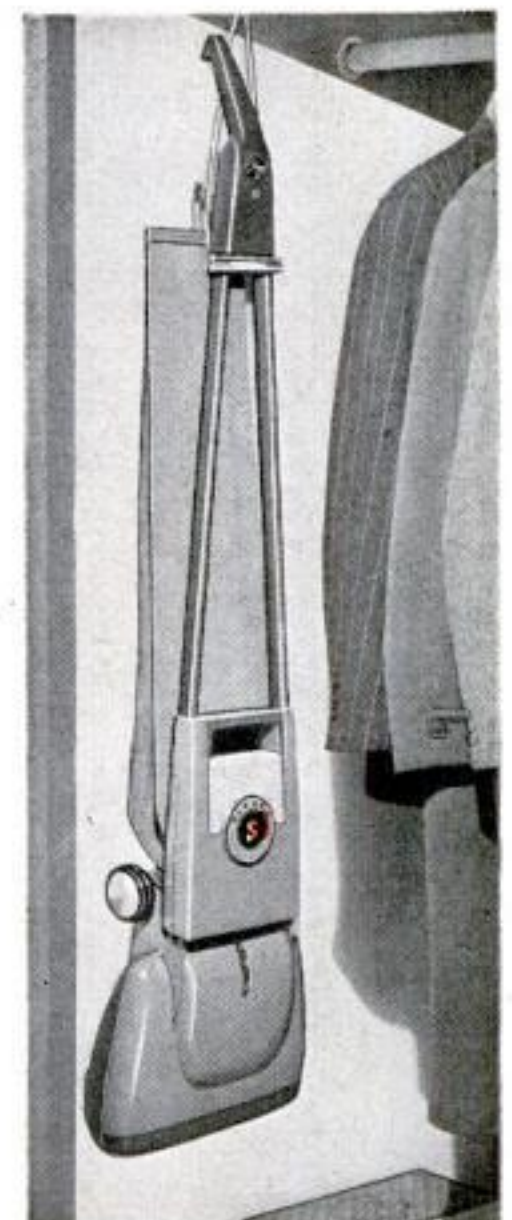
So easy to store! Hangs flat in closet.

So easy to carry with midway hand-grip!

5 inches high! Gets under most furniture!

This speed-cleaning marvel is the product of 19 years of experience—TRY IT TODAY!

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IN A BLACK TULLE COSTUME COVERED WITH STARS, DESIGNED FOR HER BY JEAN COCTEAU, MRS. ROBERT LAVAL (CENTER) CHATS WITH HER HOST, GILBERT ORCEL

Life Goes to a Classical Ball

Fashionable Parisians dress up to look like the gods and goddesses of ancient Rome at costume party



ORSON WELLES and Dancer Katherine Dunham were among guests. Welles, who was on a quick trip through town, wore only a tuxedo but called costumes "wonderful."

There are numberless legends woven about the frolics of the eternal gods and goddesses when they descend from Olympus to mingle with the mortals. These pictures show what happened when a group of Parisians decided to reverse the journey at a costume ball given by the Gilbert Orcels. The Orcels are among the most successful of Paris hat designers, and like all fashionable Parisians have their own tight social set. Their friends are recruited about equally from the world of arts, theater and letters and from the Faubourg St. Honore, a smart shopping and residential district which once ranked with the Faubourg St. Germain as the most aristocratic and exclusive in all Paris.

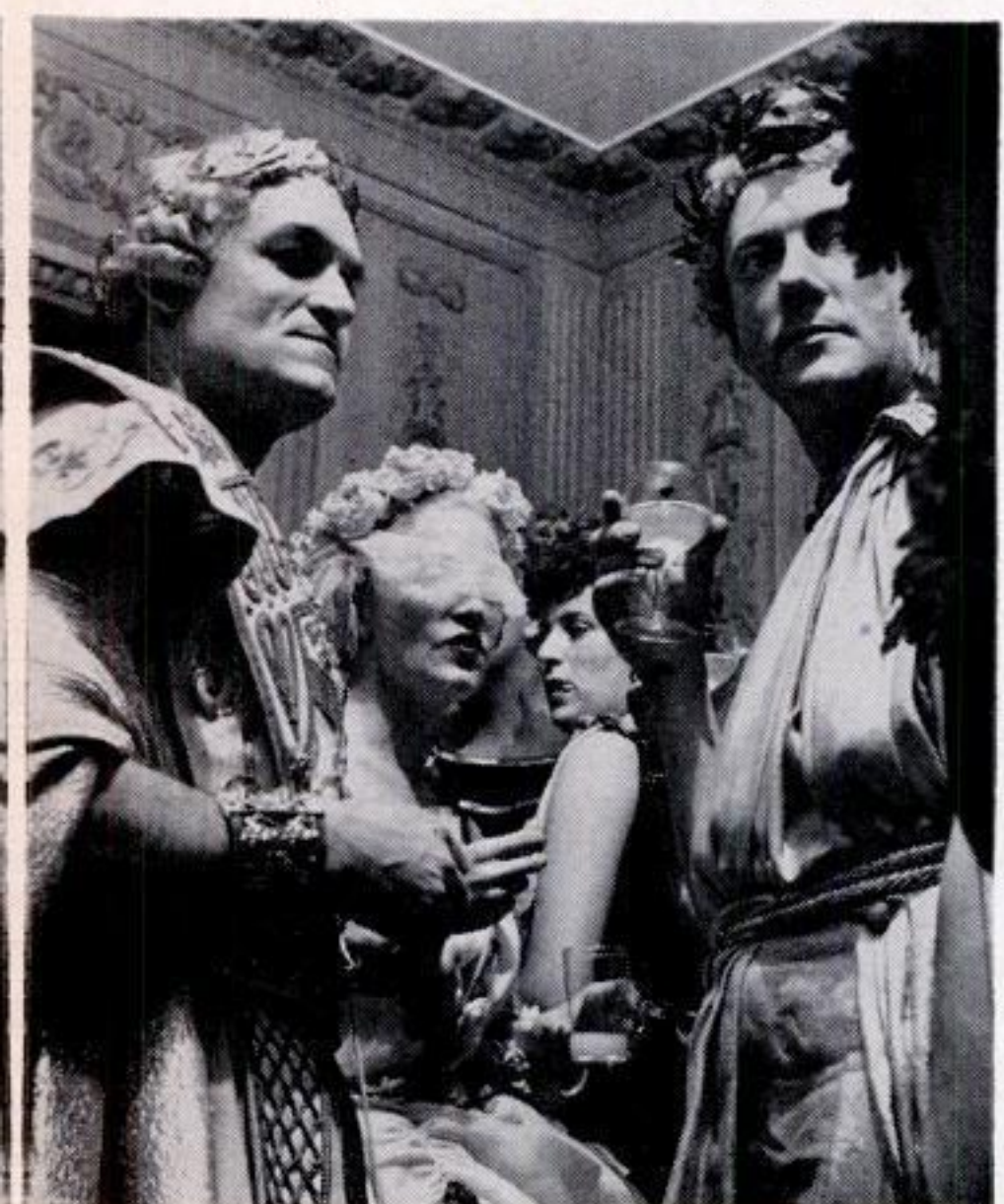
The Orcels' party started around midnight. It got under way rather slowly as the guests, their stomachs peeping out from under scanty suits of unfamiliar armor, wandered self-consciously about the sumptuous Orcel apartment. But their host had thoughtfully laid in 200 bottles of champagne, and things soon livened up. The Minotaur, who according to mythology lived on a diet of tender boys and girls, took off his heavy headdress and had a sandwich. A pretty girl dressed as Flora, goddess of flowers, avoided the charges of a determined Mars by skipping around the dining-room table, and Castor gossiped with Pollux. By dawn the gods and goddesses were ready to call it a night. All agreed that it had been a delightful party and a credit to the Faubourg in every way.



MINERVA is a pretty *couturière* named Arlette Dubreuil, who designed and made her own outfit for \$2,000.



FLORA RUNS from tiring but relentless Mars. By 4:30 a.m. he had not quite succeeded in catching up with her.

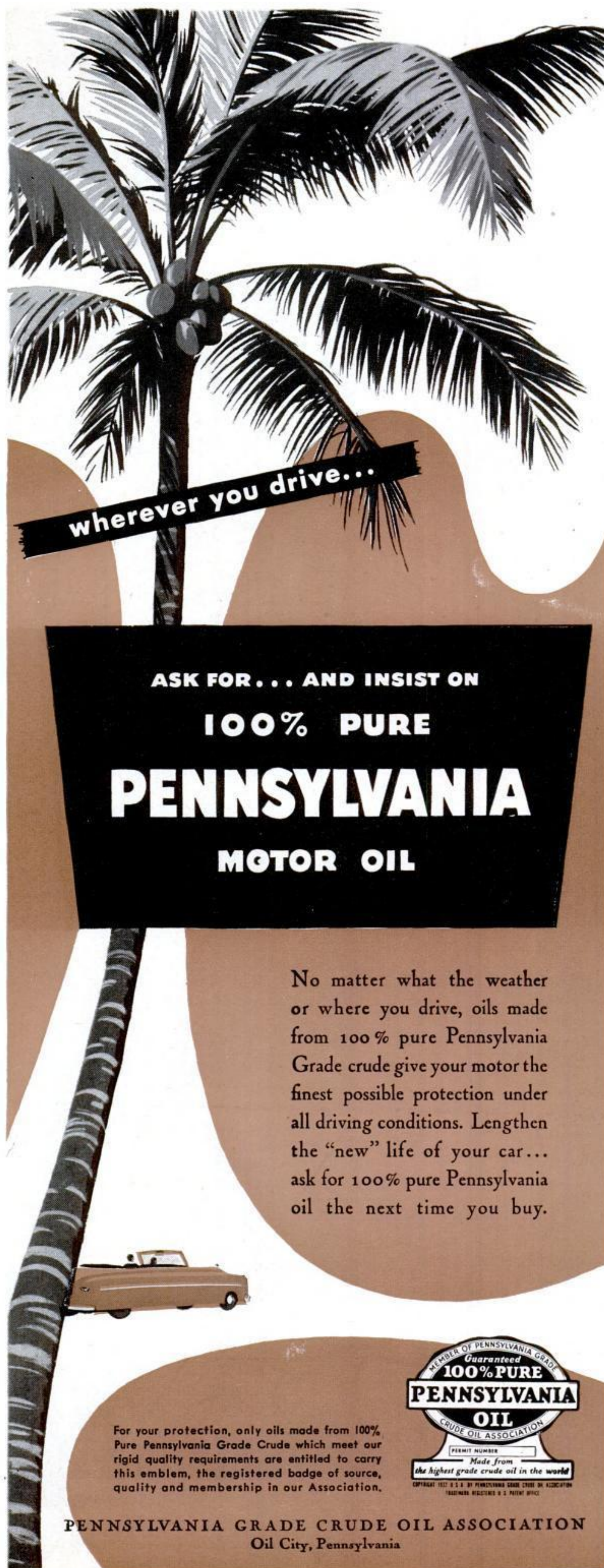


HERA, with eyes masked, is Duchess of Montesquiou-Fezensac. Her family is one of most prominent in France.



HOST AND HOSTESS, the Gilbert Orcels, smile regally in the garb of Neptune and Aphrodite, Mrs. Orcel's costume is made of rich green velvet and includes a scaly mermaid's tail in back. Each holds a traditional gold trident.

tume is made of rich green velvet and includes a scaly mermaid's tail in back. Each holds a traditional gold trident.




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MOTOR OIL**

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For your protection, only oils made from 100% Pure Pennsylvania Grade Crude which meet our rigid quality requirements are entitled to carry this emblem, the registered badge of source, quality and membership in our Association.

PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION
Oil City, Pennsylvania




CASTOR AND POLLUX, the twin sons of Jupiter, are impressively covered with silver lamé armor. Seated at the left is Arletty, a talented French film ac-



FEARSOME MINOTAUR dances meekly with Mrs. Ornel. The Minotaur is really an artist named Pierre Simon. Masks at his waist are people he has eaten.



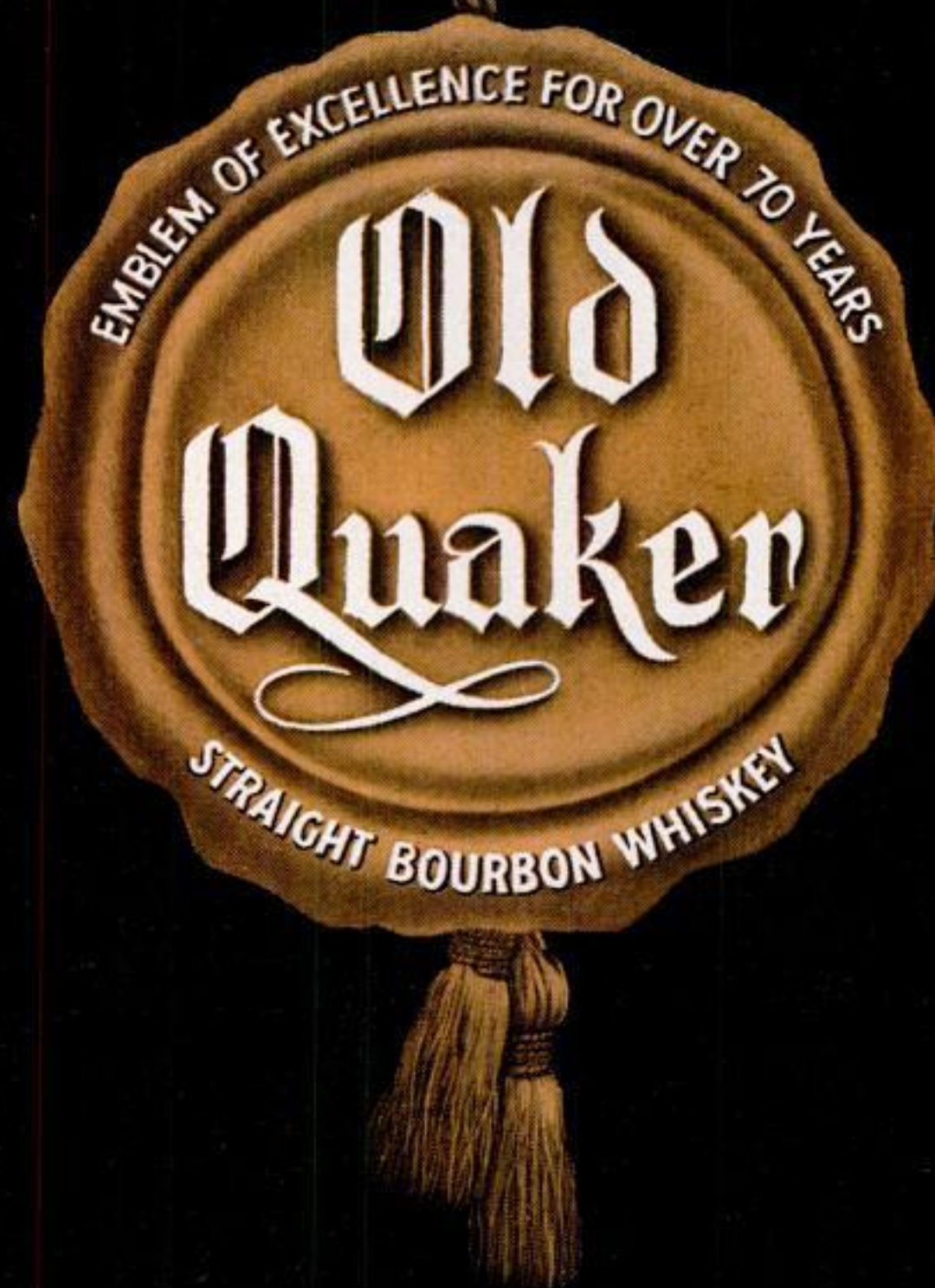
...tress, and in the foreground is André de Beaurepaire, who designed both costumes. Beaurepaire has also designed sets for many French stage productions.



GRAY TIGHTS on Hermaphroditus were so snug that owner Mrs. Renée Fried could only get out of them by having them unstitched when she went home.

Old Quaker

THE BOURBON OF FOND MEMORIES



**STRAIGHT
BOURBON WHISKEY**
EVERY DROP 6 YEARS OLD
MELLOW WITH AGE

Old Quaker...the heirloom whiskey
for connoisseurs



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The top rodeo stars wear



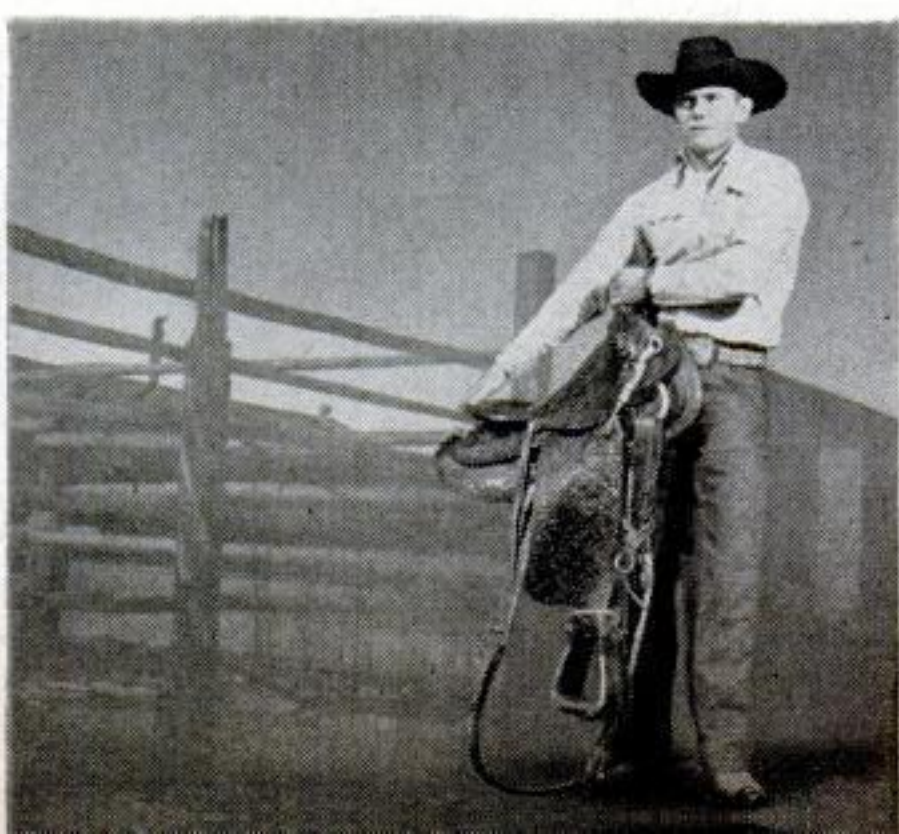
GERALD ROBERTS, WORLD'S CHAMPION ALL-AROUND COWBOY
Another Top Rodeo Star Who Wears Wranglers

Hard-riding ranch hands—top rodeo stars—men and boys everywhere wear Wranglers . . . the cowboy jeans that take the toughest wear you can give them. Wranglers are cut from 11-oz. heavy-duty denim. They're double-stitched and reinforced with no-scratch copper rivets. They're Sanforized—fit right from the start. Styled by Rodeo Ben, tailor to top rodeo stars! At stores everywhere: men's sizes, about \$3.29; youths', about \$2.98; boys', about \$2.49.

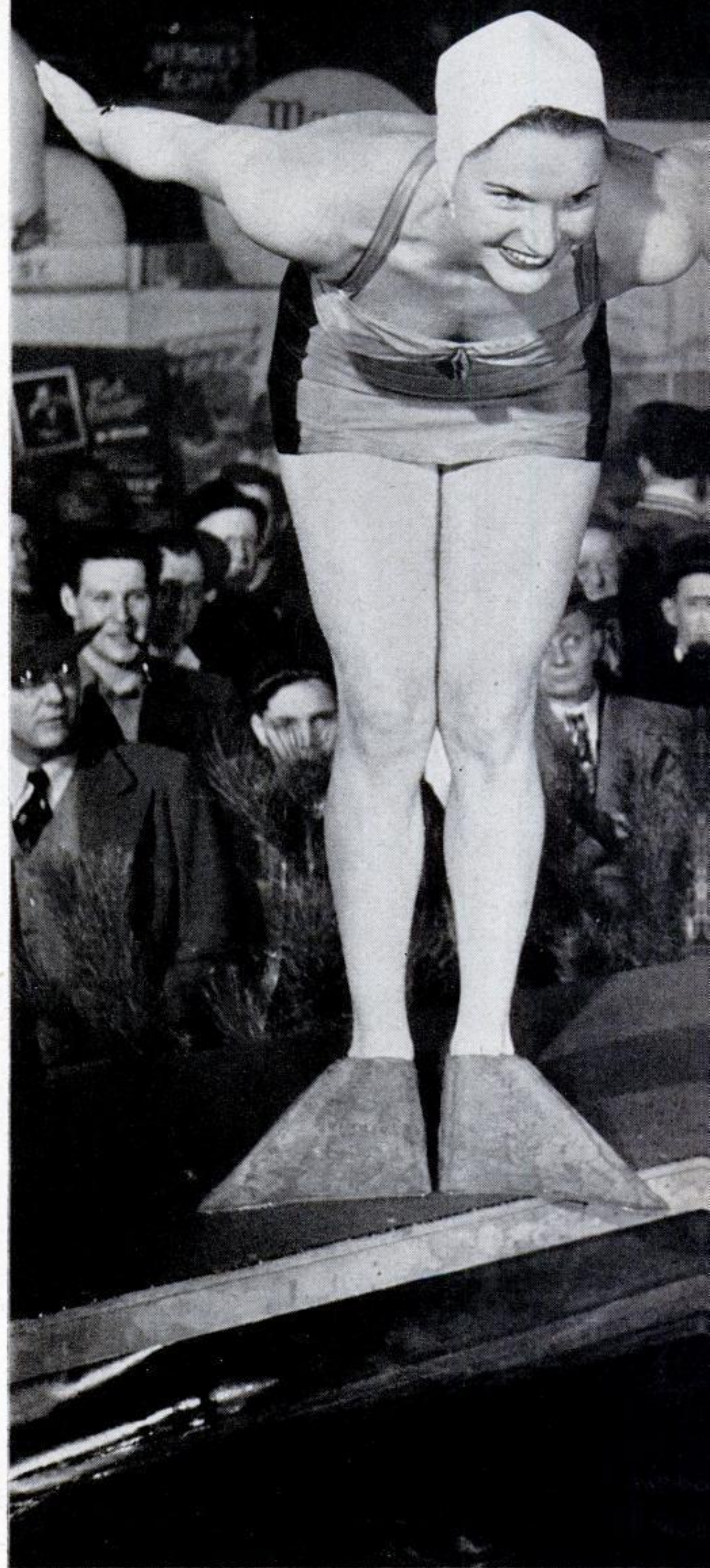
LEFT, BELOW: Gene Pruitt, of Tieton, Wash., World's Champion Saddle Bronc Rider. **RIGHT, BELOW:** Sonny Lavender, Holliday, Texas, Bull Riding winner at Madison Square Garden Rodeo. Both wear and endorse Wranglers.

Buy BLUE BELLS when you buy: Wrangler western jeans, dungarees, blue jeans, bib overalls, chambray and covert shirts, work pants, matched sets, blanket-lined jackets, coveralls. BLUE BELL, INC., New York, Dallas, Los Angeles.

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MAID AGAINST MAMMAL

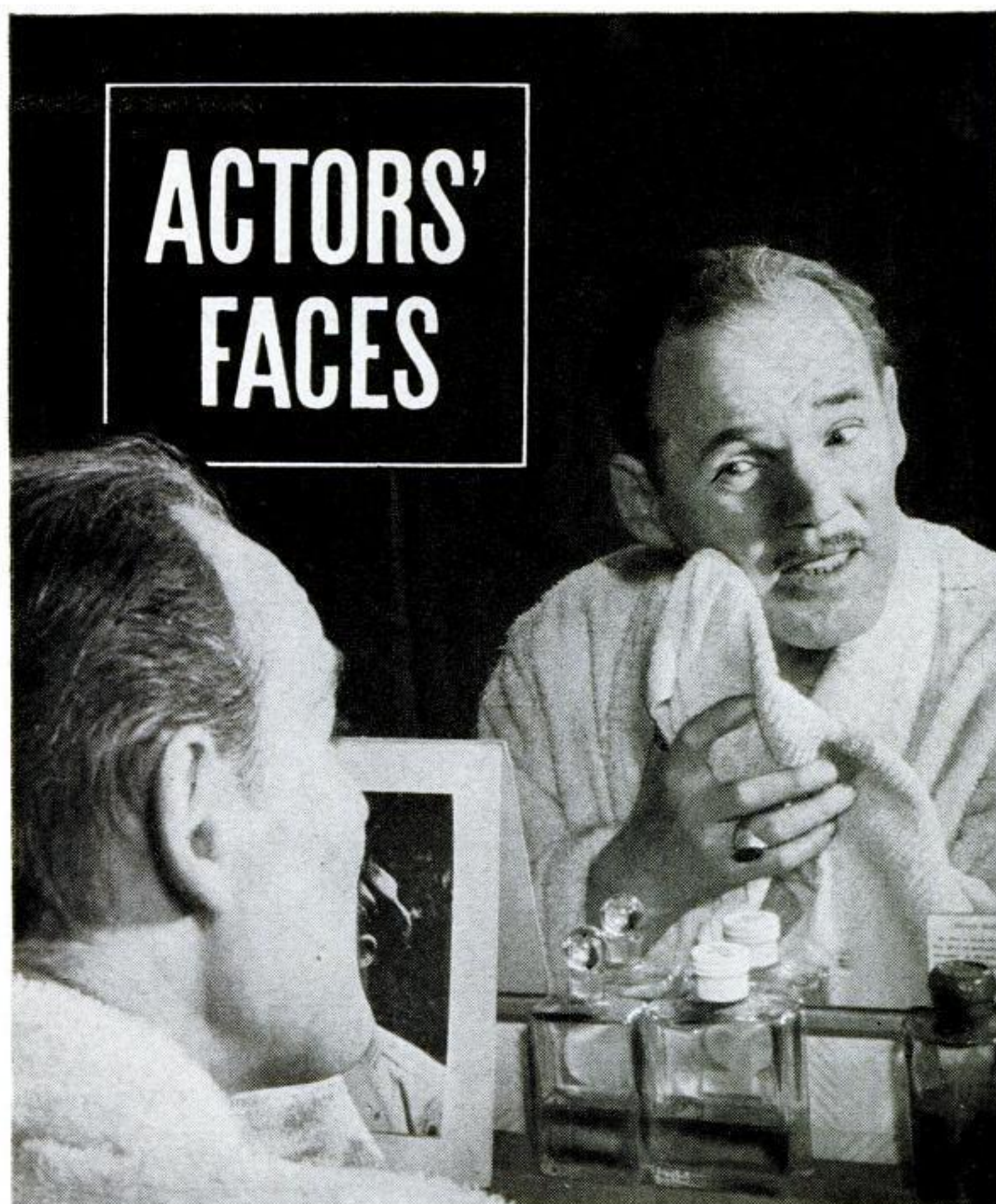
Olympic swimming champion never has a chance when she matches strokes with a trained seal



JUMBO IN A SPECIAL FREE-STYLE EVENT AT CHICAGO SPORTSMAN'S SHOW

The happy pair above is about to start one of the most ludicrous contests in the history of sport. They are Ann Curtis, last year's Olympic 400-meter swimming champion, and a male seal named Jumbo. Twice daily at the Chicago Sportsman's Show they poised thus before plunging into the pool and racing 20 yards to the opposite end. Spectators gathered in ever-increasing numbers for a week hoping for a triumph of their species over the seal. Jumbo, however, denied them this pleasure. Blissfully ignorant of Miss Curtis' 36 U.S. and three world records, he repeatedly slipped into the water and slithered the full length before his opponent reached the halfway mark even with the aid of swim fins.

CONTINUED ON NEXT PAGE



ACTORS' FACES

HENRY HULL demonstrates why actors' faces are extra-sensitive. Removing heavy stage make-up can be a slow, painful process—and hard on the skin. No wonder so many stars rely on gentle Williams for easy-on-the-face shaving.

Actors' faces are extra-sensitive

THAT'S WHY HENRY HULL SHAVES WITH SOOTHING WILLIAMS SHAVING CREAM

"It's only natural that rubbing off stage make-up should make an actor's face sensitive," says Henry Hull, well-known star of stage and screen. "But I still get smooth, easy shaves when I use Williams Shaving Cream. It never stings or irritates... takes the fight out of the toughest whiskers."

A shaving cream can be gentle to the skin only when it is made of mild, top-quality ingredients—blended carefully as a doctor's prescription. And that's how Williams Shaving Cream is made . . . with a unique

skill resulting from over one hundred years' experience.

Smooth, comfortable shaves

Williams creamy, soaking lather softens tough beards *completely*. It lets your razor shave closely and cleanly—and it leaves your face feeling smoother and refreshed. Get a tube of Williams today.

If you prefer a brushless shave, you'll find the same luxurious shaving cream qualities in the new heavier and richer Williams Brushless Cream.



For the perfect finish to any shave, enjoy a refreshing dash of cool, tingling, cleanly scented AQUA VELVA. It's the world's most popular After-Shave lotion.



For Better Wear-Buy Two Pair!

• More men every day buy their shoes that way! For example, choose this Rand double-saddle shoe with red rubber sole and heel, lightweight, yet long-wearing. At the same time, choose that wonderful plain-toe "softee" (below). It's perfect for office or play. Change at night for a truly refreshing feeling. Your feet feel fresher—you do, too—and you get better wear from each pair. See your Rand dealer—see both pair—buy both for longer wear, greater comfort!



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Only choice cuts of fine skins are used in Rand Shoes. Upper leathers are carefully mated for texture, color and resistance to stretch. Sole leathers are specially chosen for flexibility and wear. These are just a few of the many operations that cost us more, take more time, but make Rand Shoes a much better shoe value for you. Also Randcraft Shoes for men and young men at lower prices.

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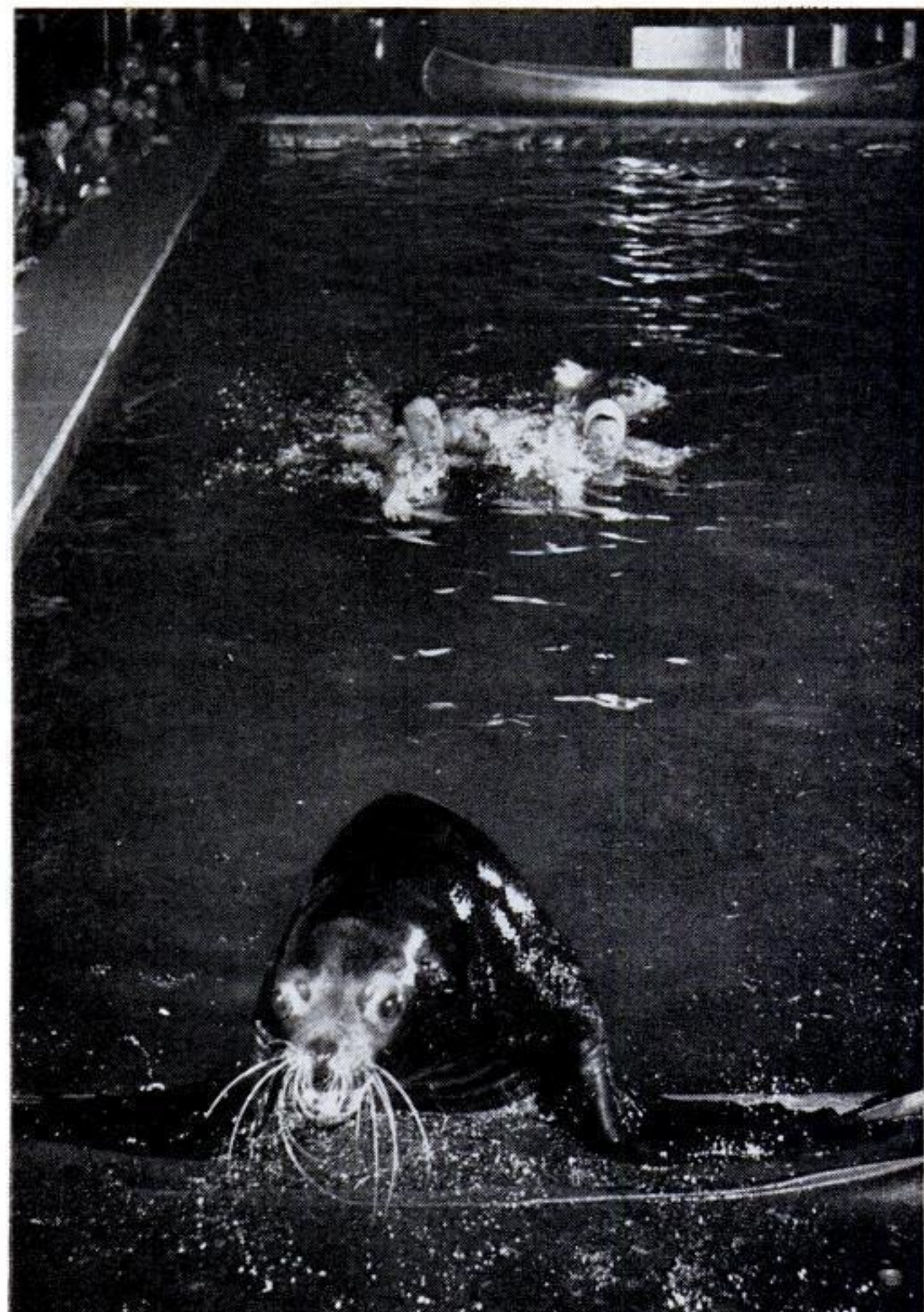
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ST. LOUIS 3, MO

Maid Against Mammal CONTINUED



JUMBO JUMPS THE GUN, sliding into water ahead of Miss Curtis and Adolph Keifer, world backstroke champion who also was no match for Jumbo.



JUMBO WINS and starts to climb out of the pool so he can applaud his own victory. Sometimes he spotted swimmers half the pool and beat them easily.

After work or play

When day is done...

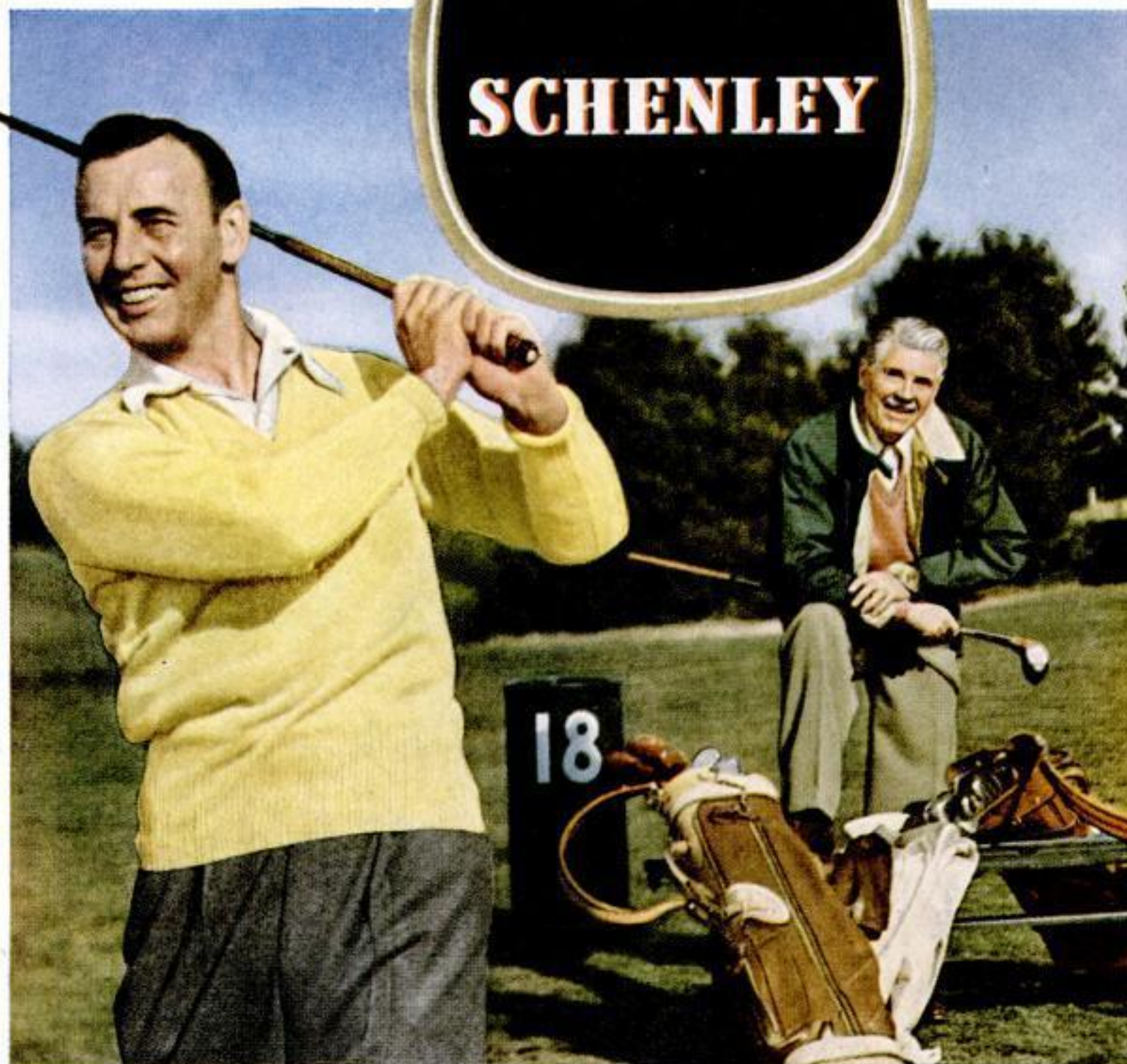
you
deserve
SCHENLEY

Banker, Baker or Candlestick Maker.

Whatever your job, when your day's work is done, you've earned the *best*. Then, how welcome...how truly *deserved*...is your highball or cocktail made with mellower, richer Schenley.

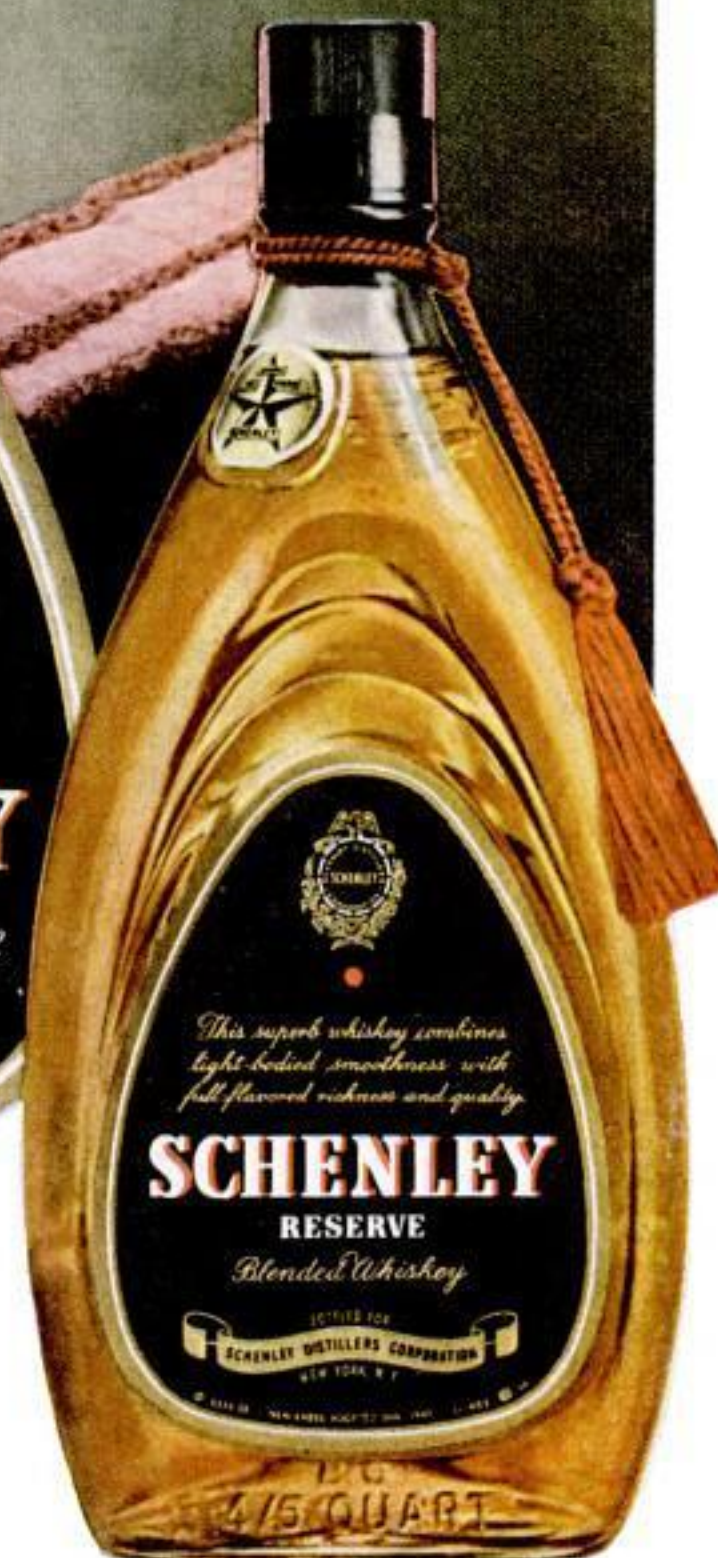
Divot Digger or "Birdie" Maker.

Whether you're still trying to break a hundred, or have just shot under par, there's no better way to climax your pleasure at the 19th hole than with smoother Schenley, the whiskey of unchanging perfection.



Good Friends... Good Talk... Good Schenley! How deeply satisfying they can be! After work or play — when day is done, *you* deserve the best... and the BEST is mild, friendly Schenley, always friendly to your taste.

*mild,
friendly*
SCHENLEY
friendly to your taste



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RARE PRE-WAR QUALITY BLENDED WHISKEY. Available in the familiar round bottle as well as the distinctive decanter. The straight whiskies in this product are 5 years or more old. 35% straight whiskey. *65% grain neutral spirits. 86 Proof. Copyright 1949, Schenley Distillers Corporation, New York City.



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and better-tasting. I like them best."

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